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20 CENTS

JULY 15, 1957

General Electric Thinline Air Conditioner has no unsightly overhang—inside or out



No matter what kind of windows, wiring, color scheme or budget you have, you can have the cool comfort of a modern General Electric Thinline.

Here's why the ideal air conditioner for your home is the General Electric Thinline:

It fits anywhere. So compact (only 16½ inches thin) that it fits almost any kind of window. Flush with inside wall, no unsightly overhang outside, takes up ⅓ less space than previous, old-style models.

It fits any wiring. Some Thinlines work on so little current that there's one to fit the electrical service you already have.

It fits any color scheme. Six cheerful spray-on colors blend your Custom Thinline models with any décor.

It fits any budget. Both the Custom Thinline (shown at bottom) and the even lower-priced De luxe model (left) are temptingly priced. So now there's really no reason to do without cool comfort. They come in ½, ¾, 1 and 1½-horsepower models, range from 5500 BTU's* to 13,350 BTU's.* Accessories include a *permanent* electronic filter (at extra cost).

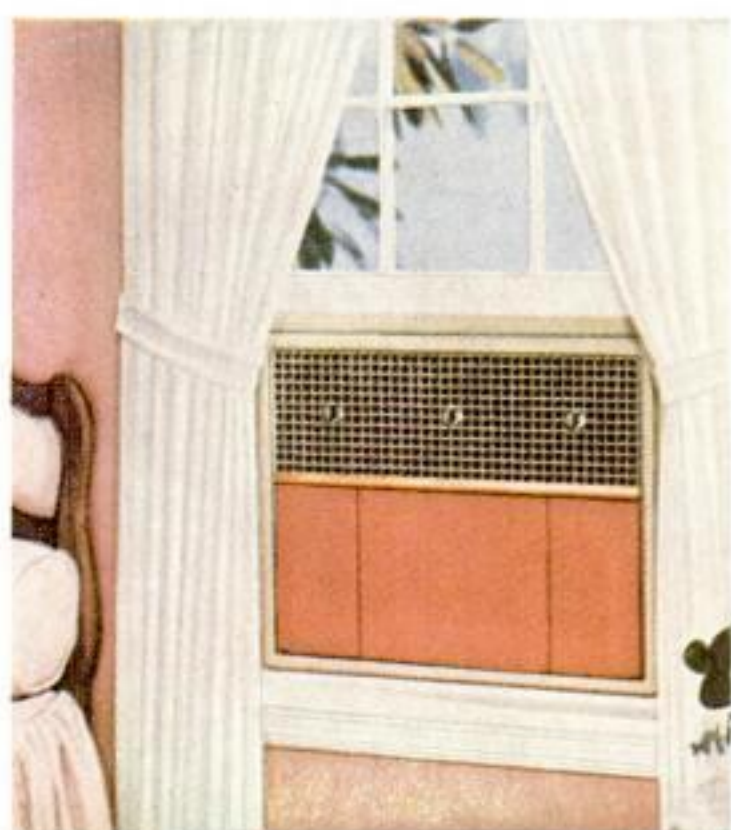
See your General Electric dealer now. General Electric Company, Room Air Conditioner Dept., Louisville 1, Ky.

New 115-volt, 1-HP Thinline packs a 9,000 BTU* cooling capacity. Another Thinline works on 7.5 amperes, has a rating of 6600 BTU's.* Both are De luxe models, at hard-to-resist prices.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).



Only 16½ inches thin—takes up ⅓ less space, fits almost anywhere



FITS IN UPPER HALF ... OR LOWER HALF ... CAN GO ALL INSIDE OR ALL OUTSIDE ... IN CASEMENTS ... OR RIGHT THROUGH THE WALL

There are two General Electric Thinline styles—Custom and De luxe. Custom models, shown in four typical installations above, give you a choice of colors.

Progress Is Our Most Important Product


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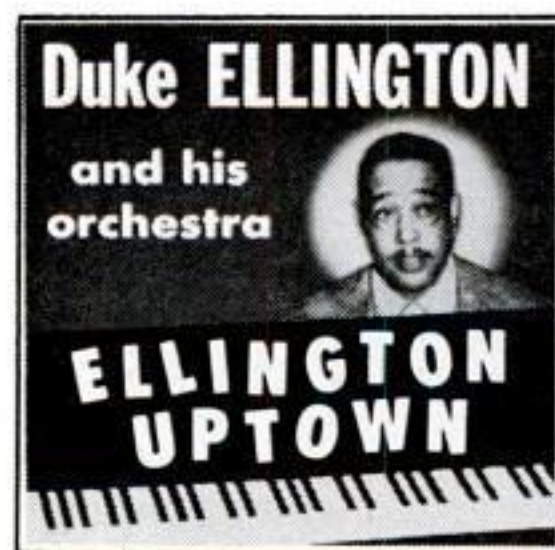
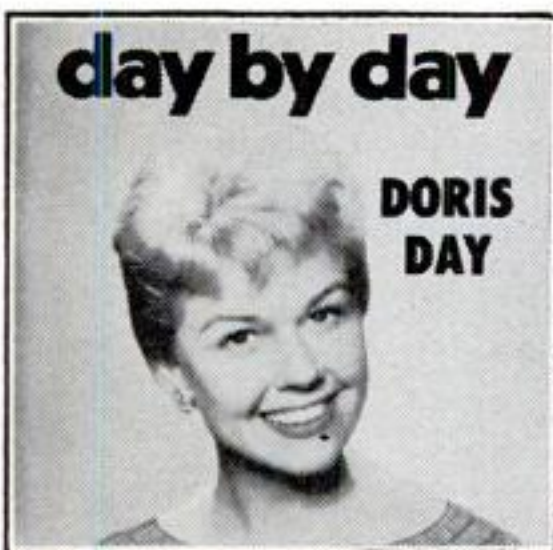


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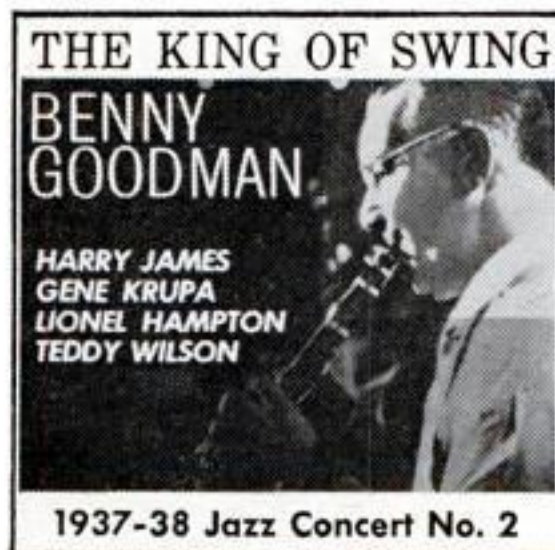
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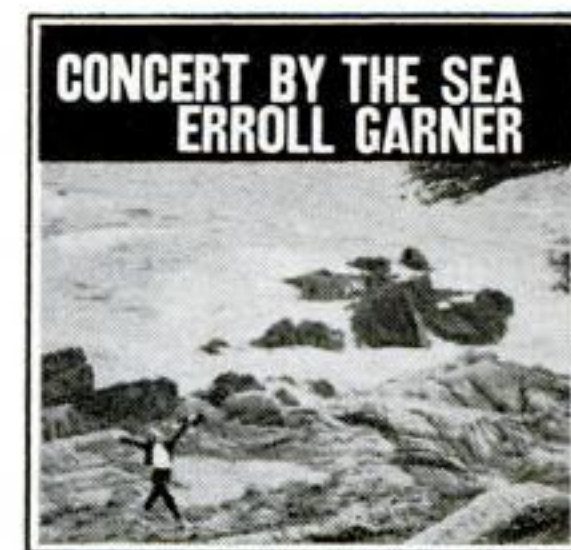
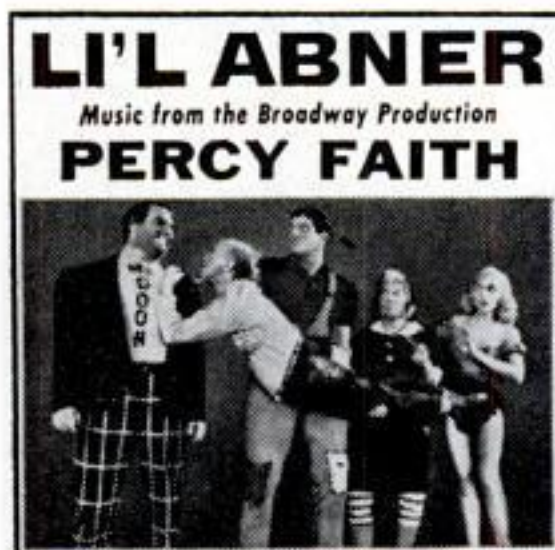
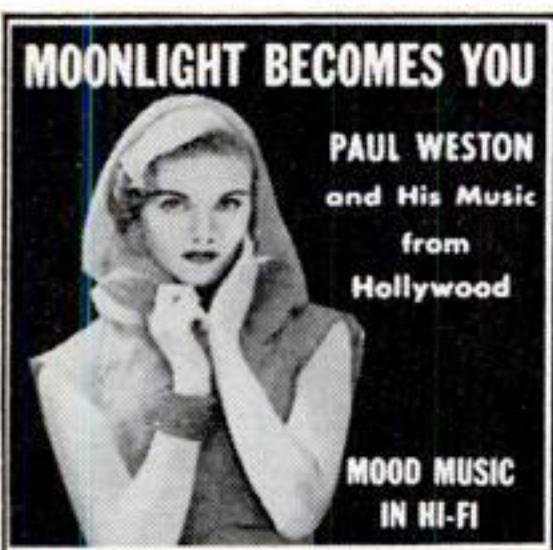
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




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

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The three records sent to you now represent an "advance" of the Club's bonus system—given to you at once. After you have fulfilled your membership obligation by purchasing four records, you will receive an additional free Bonus record of your choice for every two additional Club selections you accept. Bonus records are superb 12" Columbia  records—the very best of the world-famous Columbia  catalog—just like those shown here.

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
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2. The Voice
Frank Sinatra in 12 songs that first made him famous—Lover, Fools Rush In, etc.
3. King of Swing: Vol. 1
Benny Goodman and Original Orch., Trio, Quartet. Ridin' High, Moonglow—9 more.
4. Li'l Abner
Percy Faith and his Orchestra play music from this gay hit show.
5. Bernstein: Fancy Free—Ballet Suite; Copland: El Salón México; Milhaud: La Création du Monde
Leonard Bernstein conducting the Columbia Symphony in brilliant performances of three modern works.
6. Moonlight Becomes You
Here's mood music in Hi-Fi—Paul Weston and his Music from Hollywood. 12 songs.
7. Ellington Uptown
Duke Ellington and Orchestra perform Skin Deep, The Mooche, Perdido—2 more.
8. Levant Plays Gershwin
3 works—Rhapsody in Blue; Concerto in F; An American in Paris.
9. Day By Day
Doris Day sings 12 popular songs—including The Song Is You, Autumn Leaves, etc.
10. Rimsky-Korsakov: Scheherazade
Philadelphia Orch., Ormandy, conductor. A superb performance of this exotic score.
11. Music of Jerome Kern
Andre Kostelanetz and his Orchestra play 20 Kern favorites.
12. Concert by the Sea
Erroll Garner in an actual jazz performance at Carmel, Calif. Teach Me Tonight, Where or When, I'll Remember April—8 more.

This One



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Greatest science project 19

All over the globe, on and under the earth and sea, **8,000 scientists from 64** nations start the study of the world and space in the greatest research program in history.



ROCKET TAKE-OFF

Behind the purge 32

Looking behind the Kremlin upheaval, Soviet expert Edward Crankshaw reveals a struggle of ambition and economics that brought on Khrushchev's purge.



SUNNY KHRUSHCHEV

Modern cattle kingdom 70

Despite diseases, outlaws and drought, the ranch that Captain King created has grown into a worldwide domain under his descendants, the Klebergs.



ROBERT KLEBERG II

European in coveted role 99

The Hollywood role Marilyn Monroe was supposed to have and Carroll Baker wanted, that of Grushenka in "The Brothers Karamazov," goes to Maria Schell.



MARIA AS GRUSHENKA

The Lew Hoad case 115

Jack Kramer made a \$100,000 gamble on tennis star Lew Hoad, who then won at Wimbledon. Kramer will smooth Lew's deficiencies for pro competition.



LEW HOAD

COVER

In Hollywood wardrobe man arranges the costume of Maria Schell playing Grushenka in "Brothers Karamazov" (see pp. 99-104)

THE WEEK'S EVENTS

- 64 nations joined for greatest science project** 19
- A Look at the World's Week** 30
- Khrushchev, a disciple of expediency, takes over in Kremlin—for the present.** By Edward Crankshaw 32
- Hurricane Audrey's terrible aftermath: a drowned and desolate land yields up its toll of 500 dead from the worst storm in Louisiana's history** 37
- Lonely odyssey of a Communist dissenter: speaking out in Europe, Yugoslavia's Dedijer braves Tito's anger again and returns to face the music** 45

EDITORIALS

- Inflation: "cost-push" deals**
- Antitrust: Germany shows the way**

PHOTOGRAPHIC ESSAY

- Tears pay off for Maria: film triumphs abroad win Miss Schell American acting plum in "Karamazov"** 99

ARTICLE

- Prodigious growth of cattle domain: the founder's descendants have expanded the King Ranch into a worldwide business. Part II. Text and drawings by Tom Lea. Photographs by Eliot Elisofon** 70

MODERN LIVING

- Space with grace: a 12-by-8 storage shed for \$325** 54

FASHION

- Bright showcase for a Berlin boom: German styles aim at foreign markets** 65

CLOSE-UP

- German forces' rebuilder: Defense Minister Franz-Josef Strauss** 93

TRANSPORTATION

- Big crash for safety's sake** 106

EDUCATION

- Pedagogical wingding for a centennial: N.E.A. marks its 100th birthday in Philadelphia** 109

SPORTS

- \$100,000 tennis problem: it is up to unpredictable Lew Hoad to justify biggest pro deal.** By Marshall Smith 115

PARTY

- Small party for 2,500: Mike Todd dazzles London** 127

OTHER DEPARTMENTS

- Letters to the Editors** 10
- Speaking of Pictures: Robert Osborn draws case for more leisure in modern man's rat race** 14
- Sequel: every child can now know Susie: young Chicago star gets a network show** 59
- Miscellany: leapfrogging frog** 130

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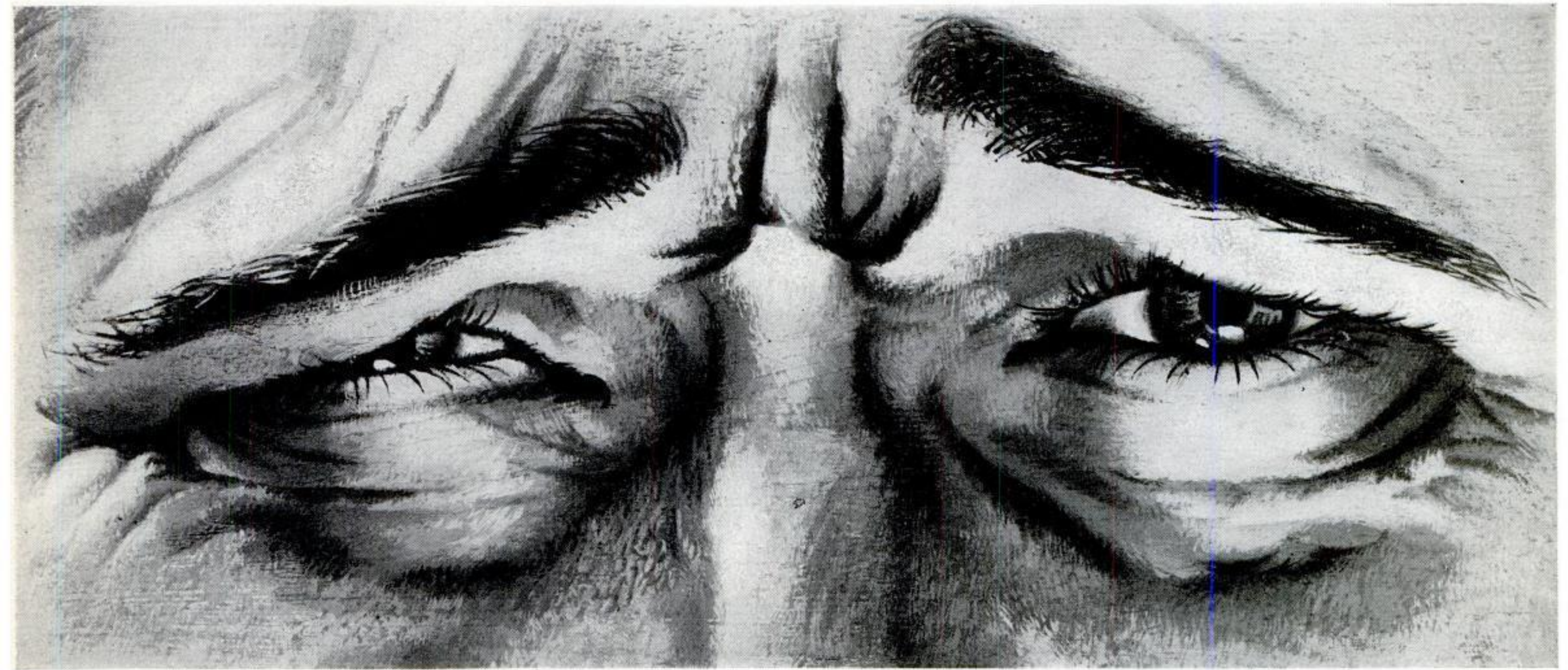
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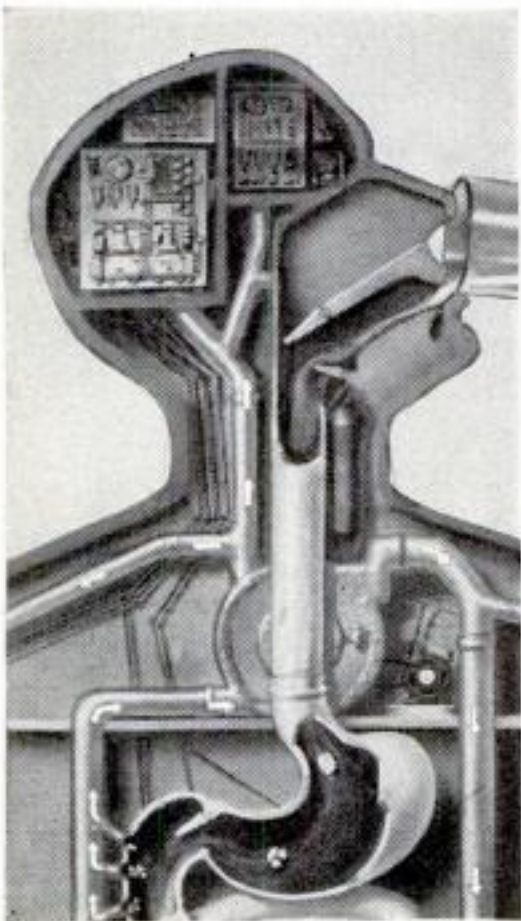
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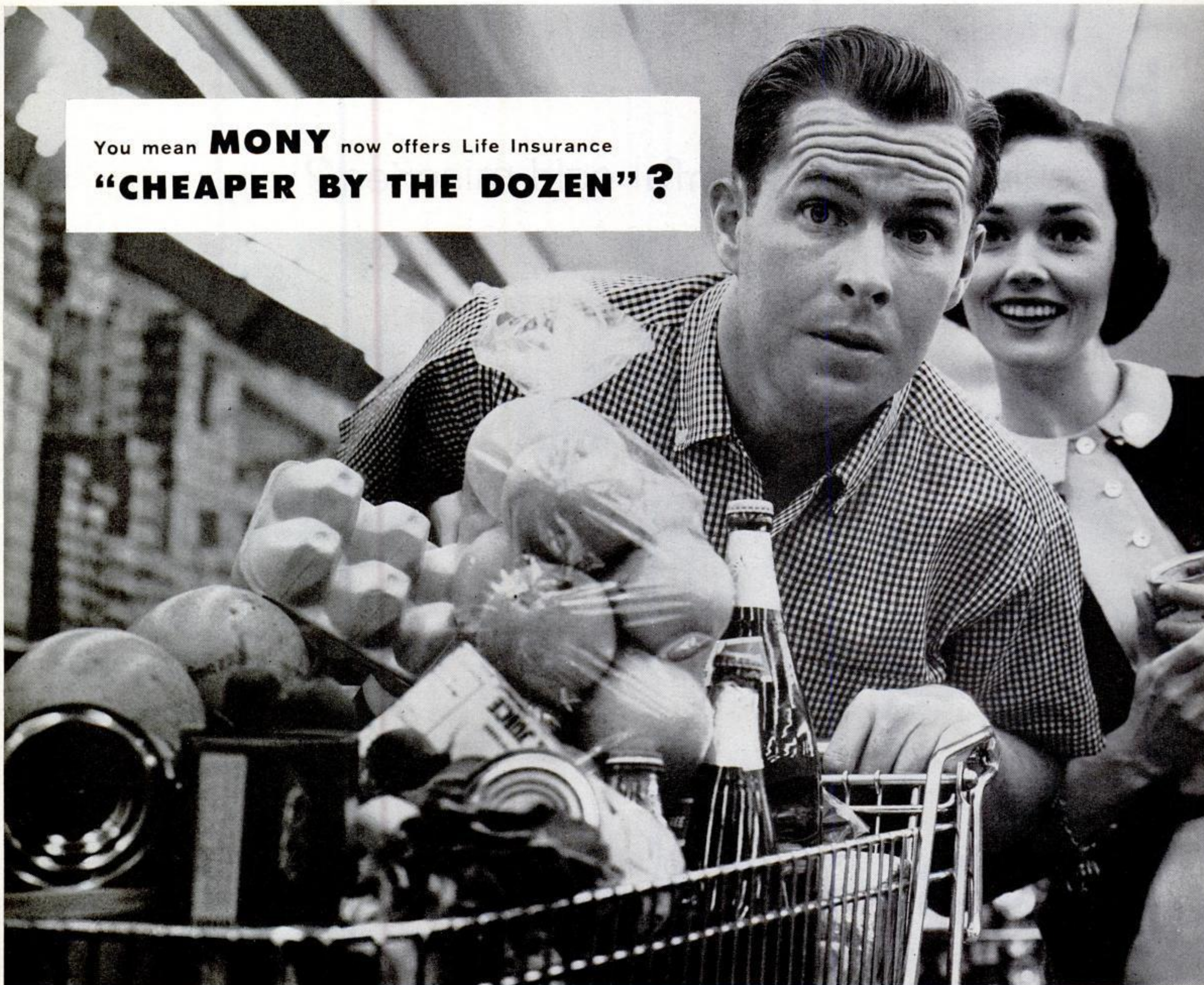
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For beauty the modern way **Dorothy Gray**

Pack a Picnic
with energy



Just add water and mix in one minute . . . they take only 12 minutes to bake!



Quick 'n easy home-baked treats for outdoor fun

New Betty Crocker Macaroon Mixes!

"They'll come out perfect* every time—I guarantee it!" *Betty Crocker*

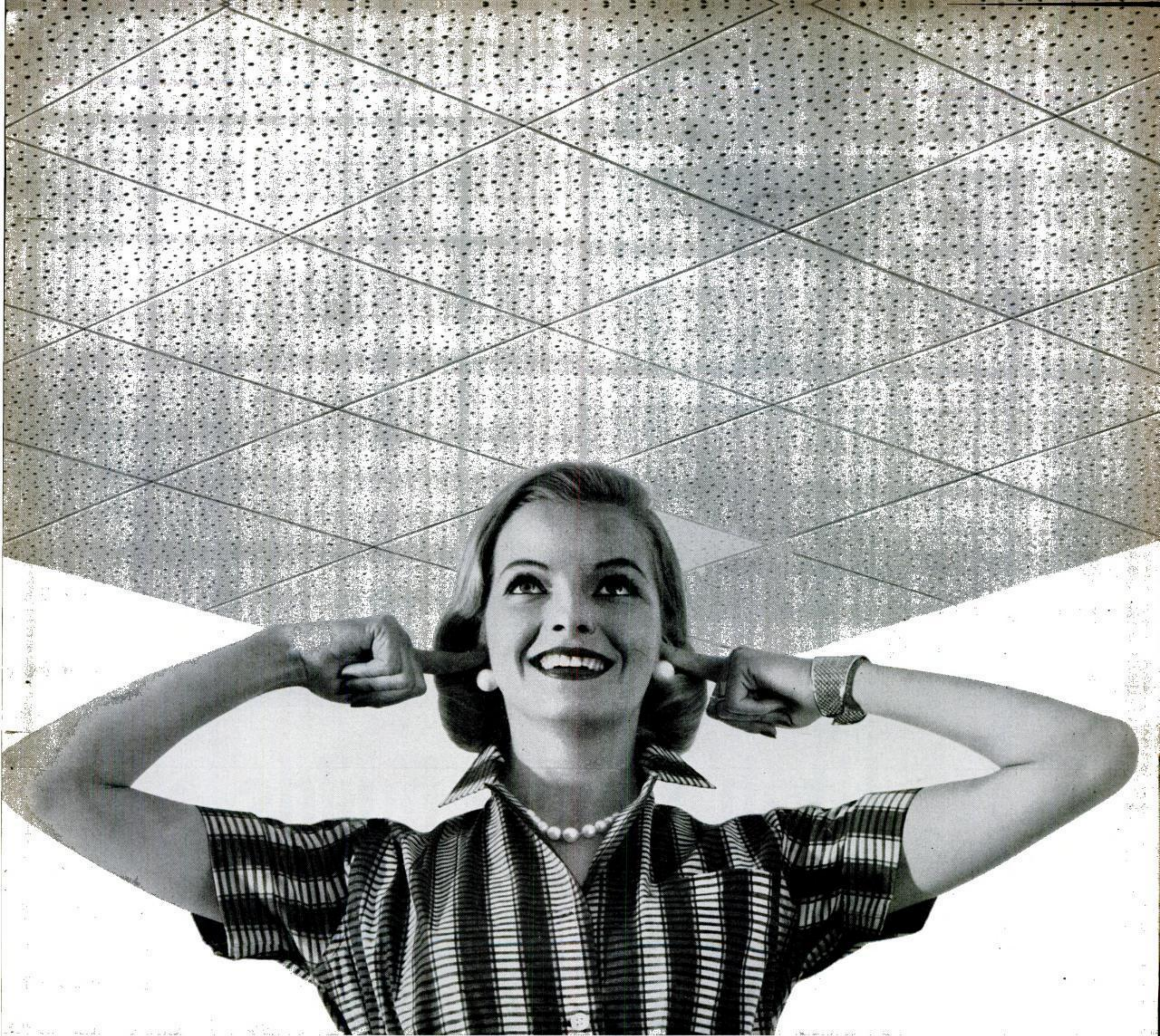
* **PERFECT!** Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back!

Macaroon Double Deckers—Mix up both macaroon flavors—Coconut and Chocolate Coconut. Drop together on no-stick baking paper contained in each package. Makes 4 dozen macaroons.

Party Pastel Macaroons—Divide Coconut Macaroon dough into 3 parts. Tint each part with few drops food coloring. Drop by half teaspoonfuls on baking paper. Bake about 10 to 12 minutes.

Macaroon Snappers—Place 3 walnut or pecan halves with ends together for each macaroon on baking paper. Drop dough on nuts and bake. Top with Betty Crocker Chocolate Fudge Frosting Mix.





TAKE THIS 4-SECOND SOUND TEST

Just put your fingers in your ears. Hear how the amazing new Armstrong Ceiling would SOUND-CONDITION your home

Go ahead, put your fingers in your ears. Notice how quiet and peaceful it suddenly becomes? That's the kind of difference "Sound-Conditioning" will make in your home when you put in a beautiful new Armstrong Cushiontone® Ceiling.

Armstrong Ceilings bring you peace and quiet because they *soak up noise*—the way a sponge soaks up water.

Look closely at our photograph. Notice the tiny perforations in the Armstrong Cushiontone Ceiling? They absorb up to 75 per cent of the room noise that strikes them.

Armstrong Ceilings hush the noise of children, the whine of home appliances, the din of

television, and the jangling of telephones.

Armstrong Cushiontone Ceilings have an attractive random pattern that adds new beauty to a room. Sound-Conditioning with Armstrong Ceilings is the latest modern convenience. Yet, unlike most modern conveniences, the ceilings cost very little to install. They can be placed right over your present ceilings to cover cracks or other defects.

Your Lumber or Building Materials Dealer can tell you all about an Armstrong Cushiontone Ceiling. And you can install it yourself—over a week end. If you want it installed, call your Armstrong Acoustical Contractor. You'll find his name listed in the Yellow Pages.

FILL IN AND MAIL THIS COUPON TODAY!

Armstrong Cork Company
5707 York Drive, Lancaster, Pennsylvania

Gentlemen: Please send me your FREE book of ideas on how I can quiet and beautify my home with Armstrong Ceilings.

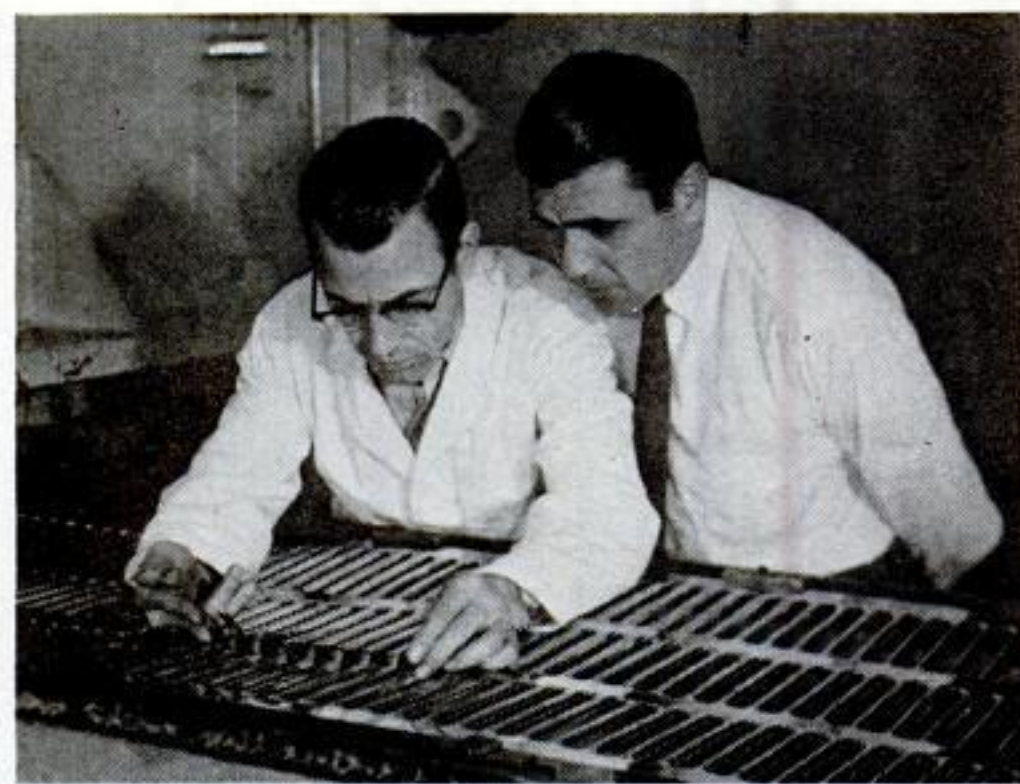
Name

Street

City Zone State

Armstrong CEILINGS

... to quiet and beautify your home



SAYING "NO" TO RATON PASS SNOW
Farr Company Plant Superintendent Clete Oster (right) and Glenn Dunbar, operator of dynamic grille die, checking aperture measurements in snow guard grille for GM Diesel locomotive.



Utah family builds California business on \$150—and air

Talk about "small business"!

It would be mighty hard to find one smaller than California's Farr Company—when it started.

Capital? A borrowed \$150. Plant? Part of a tumble-down rookery, obtained rent free. Management? Two young Utah graduates of the University of Southern California and their dad. Employees? The same.

Yet today the Farr Company is one of the best-known companies in the air filtration and evaporative cooling products field. All of which Dick and Spencer Farr attribute to their pioneering heritage (great-grandfather Lorin Farr founded Ogden,

Utah), their U.S.C. training and their success at doing business with major outfits—including General Motors.

Not that they didn't have a sturdy little business going long before they got their first contract from GM.

Warplanes and Peacetime Locomotives

THEIR FIRST success was with evaporative air coolers for buildings. Their second—engine filters for planes. In fact, before the war was over, they were turning out a healthy percentage of all the engine filters used in America's World War II planes.

Their third success was with their own-design air filters for the bodies of Diesel locomotives.

And that's where GM enters the picture. For when the experts at GM's Electro-Motive Division checked on the results the Santa Fe was having with Farr filters, they came through with the first of a series of contracts. Not only for body filters—but for locomotive grilles and Diesel engine filters.

This meant, as President Dick Farr tells it, "We were no longer just another little West Coast company. For when you can turn out products good enough to pass inspection at GM—have them for steady



FAR WESTERN FARRS—Richard S. Farr, President, and M. Spencer Farr, General Manager, of the Farr Company, of El Segundo, with their families—California descendants of the Utah pioneers.

customers — your reputation is made. You're really in business."

Small Business and Research

THE LIST of their present customers from coast to coast supports Dick's statement. So do other facts—like the growth of their payroll from 33 employees, at the time they got that first GM order, to their present 200 — from their 10,000 square feet of plant space then to their 100,000 square feet now.

What's more, this small company has a score of graduate engineers working in a well-equipped laboratory under Sydney Duncan, former head of mechanical engineering at U.S.C.—busy researching new product ideas.

The Farr story is not too unusual. All over the country, local manufacturers have found that, if they meet delivery dates with quality products GM needs, at competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities — and as a

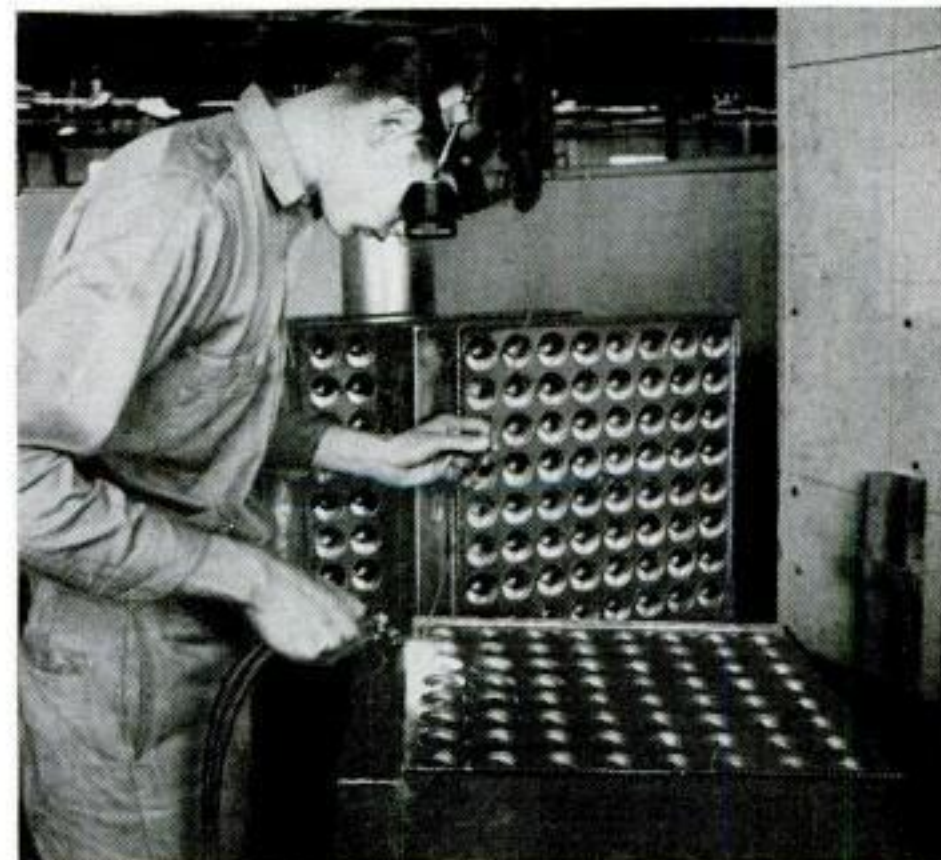
result, these communities in every state share in GM's success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar General Motors takes in from the sale of its products.

Small Business and General Motors

Fair Exchange of Ideas

Most of the 26,000 business firms supplying GM with goods and services are small businesses with less than 500 employees. In many cases, the specialized engineering and production knowledge of these firms has helped improve General Motors products. Again, in many cases, General Motors has made available to these suppliers ideas, methods and processes which have helped them increase their own efficiency.



SAYING "NO" TO SAUDI ARABIAN SAND — Larry LeBlanc welding a Farr fixed-vane centrifugal-type Diesel engine filter—originally designed for General Motors Electro-Motive locomotives built for use in Saudi Arabian desert.



SAYING "WHOA" TO SMOG—Sydney Duncan, former U.S.C. Professor — now head of Farr's new product research laboratory — researcher Allen Hardy, and Dick Esselman, head of Engineering and Production, inspecting equipment used in special "smog" research project.

GENERAL MOTORS — Good people to work for — Good people to deal with



Fancy free...and the man in the Governor® Socks!

His wife thinks of everything at vacation time. She bought him a complete wardrobe of the all-new Governor by Esquire Socks. This truly remarkable sock gives wrinkle-free smoother fit... rises higher and more neatly on the leg. There's a softer feel in the all-nylon richer weight, and, lasting freshness in the Sanitized® finish. A real buy at \$1.

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"THE SMARTEST THING ON TWO FEET"



DIV. OF CHESTER H. ROTH CO., INC., MANUFACTURERS, NEW YORK



LETTERS TO THE EDITORS



PRINCE LOUIS FERDINAND



PRINCE LOUIS NAPOLEON



PRINCE OTTO VON HABSBURG

ROYAL CLAIMANTS

Sirs:

"Europe's Chief Royal Claimants" (LIFE, June 24) was a concise biographical and an excellent historical work.

JOHN TRYFOROS

San Francisco, Calif.

Sirs:

While ruminating over the whereabouts of unemployed European royalty, I challenge your omission of the claimants to the German crown.

Prince Louis Ferdinand von Hohenzollern, the 49-year-old German pretender, was a familiar sight and tabloid favorite in America before World War II. He was a friend of F.D.R., Paul McNutt, Charlie Chaplin, Eddie Rickenbacker and Henry Ford, for whom he worked as a salesman. His courting of Lili Damita, the ex-Mrs. Errol Flynn, made exciting reading for pre-war teen-agers. Prince Louis is married to Princess Kira, Grand Duchess of Russia, sister to the present pretender to the Russian throne. They live modestly in Bremen with their seven children. Louis summarizes his hopes as being "remotely conceivable in these days of political fantasies."

WALTER CURLEY

New York, N.Y.

Sirs:

I was surprised to see no mention of Prince Louis Napoleon Bonaparte. Prince Napoleon, head of the family that gave France two emperors, considers himself as a "candidate for" rather than "pretender to" the throne of France. He was a decorated war hero for France during World War II.

ROBERT MILLER

New York, N.Y.

Sir:

You forgot all about the double pretender Otto von Habsburg who has

been hanging about since 1922 claiming to be Emperor of Austria and King of Hungary.

JOHN MAASS

Philadelphia, Pa.

● LIFE did not include these men (top of page) because they have no effectively organized support for their claims.—ED.

EDITORIAL

Sirs:

In this solemn hour when complete unity is established among all interested groups for the defense of Hungary as an independent nation we express to you our heartfelt gratitude for the brilliant editorial ("Still Time to Help Hungary," LIFE, June 24) with which you rushed to the assistance of a just cause and of a suffering humanity. We are convinced that LIFE's editorials will not only be quoted in history books but will materially contribute much to clarify the issues and bring about a happier new era in East European affairs.

JOSEPH KOVAGO,

ALEXANDER KISS, National Representation of Free Hungary; DANIEL D. SZANTAY, National President, BELKA BACHKAY, Secretary, American Hungarian Federation; MSGR. BELA VARGA, President, Hungarian National Council; PETER SUTO, President, STEPHEN L. SEGEDY, Secretary, American Life Insurance Association; ANTHONY SZAPARY, President, FRANK CHASE, Vice President, Hungarian National Sports Federation; GEORGE E. K. BORSHY, President, JOSEPH KECKEMETHY, Secretary, Hungarian Reformed Federation of America; ARCH DEAN ZOLTAN BEKY, Free Magyar Reformed Church in America; THE RT. REV. MSGR. JOHN S. SABO, President, THE REV. JULIUS A. KISS, Executive Vice President, Hungarian Catholic League of America; THE REV. STEPHEN BOSZORMENYI BESSEMER, President, Magyar Synod of the Evangelical and Reformed Church; DR. ANTHONY CZERMANN, President, PAUL CSANADY, Vice President, Hungarian Rural Association; THE REV. ALEXANDER ST. IVANY, President, American Hungarian Historical Society; DR. VINCE NAGY, President, DR. LASZLO VARGA, Secretary General, Federation of Free Hungarian Jurists in America; DR. LASZLO ACSAY, ELEMER KOVACS KEZDI, American Hungarian Fine Arts Association; DR. BELA MADAY, Executive Secretary, Coordinated Hungarian Relief; DR. TIBOR ECKHARDT, THE REV. JOSEPH A. BATORI, Hungarian Piarist Alumni Association

Sirs:

LIFE's editorial confirms in essence many of the conclusions reached and recommendations made in our May 15 report filed with the House Foreign Affairs Committee.

Not only do we agree with you that there is "still time to help Hungary,"

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Slick trick for picnickers...

PACKABANANA!



Bananas... wholesome—and then some!



Backyard special: Kebababanana! For a sizzling good treat, alternate chunks of banana on skewer with pieces of sweet red and green pepper and meatballs wrapped in bacon. Grill.



Barbecue idea: Roastabanana! Remove strip of peel; brush fruit with butter. Place on grill and roast until peel is black and glossy, and the fruit tender—easily pierced with a fork.

It isn't a picnic without *bananas* —
Nature's built-in convenience food!

-  ... wrapped in Nature's own dust-proof, ant-proof package!
-  ... no openers needed — just zip the peel and eat!
-  ... a well-rounded supply of vitamins and minerals in every bite!
-  ... everybody likes them 'cause they taste so good!



**UNITED FRUIT
COMPANY**





The best-tasting beans are **HEINZ!**

For Easy Outdoor Eating

Try these three delicious bean plates:

Pork and Beans
Link Sausages
Grilled Tomato Halves

Campside Beans
Grilled Franks
Cole Slaw

Vegetarian Beans
Barbecued Chicken
Roasted Corn on the Cob



Save over 50% on *de Lux melmac*® dinnerware! Labels from Heinz Beans, Spaghetti, and Macaroni are good for big savings on this beautiful modern dinnerware. See back of labels for details.

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Five kinds to choose from!

You'll like the better flavor, firmer texture and deeper color of Heinz Beans. We cook 'em to mellow, tender perfection in the *sauciest* sauces you ever tasted! To please everybody, we make five kinds. Keep your favorite Heinz Beans handy, for thrifty meals you can fix in minutes!



LETTERS TO THE EDITORS CONTINUED

but there is still time for the U.S. to take the lead in mustering free world support for an effective, positive policy with respect to the other satellites as well.

On June 17 we introduced resolutions urging an affirmative policy toward the satellites and for an immediate reconvening of the U.N. General Assembly to consider specifically available information on the brutal and savage action of the Soviet Union toward Hungary.

The fact that your great periodical has found it necessary to editorialize on the need for an affirmative, effective free world policy emphasizes and highlights the urgency of the situation.

We commend you for the stand you have taken, and we earnestly hope that your editorial will help bring about the policies we have advocated.

REP. EDNA F. KELLY (D., N.Y.)

REP. ARMISTEAD I. SELDEN JR.
(D., Ala.)

REP. FRANK M. COFFIN (D., Maine)

REP. ALVIN M. BENTLEY (R., Mich.)

Committee on Foreign Affairs
Washington, D.C.

MAYFLOWER MAKES PORT

Sirs:

The pictures and story of the historical *Mayflower* landing shall always be cherished ("Through a Gale, *Mayflower* Makes Port," LIFE, June 24).

MRS. FOSTER WALK

Neoga, Ill.

Sirs:

The *Mayflower II* stories were thrilling. But what happened to the ship's cat? The author doesn't mention him in the second article.

BEVERLY BASHEIN

New York, N.Y.



FELIX AND CABIN BOY NUNN

● Felix, who started the journey as a puny 4-week-old kitten, is now 2 pounds of healthy cat. He owes his good condition largely to cabin boy Graham Nunn who fed him sardines and condensed milk.—ED.

A FAREWELL TO COLLEGE

Sirs:

Your "A Farewell to Bright College Years" (LIFE, June 24) will certainly arouse memories of their own commencement in all college graduates.

Photographer Alfred Eisenstaedt should be congratulated for a masterful job during the weekend he spent with Roger Hansen at Yale. He was frequently taken for just another parent with a camera and on one occasion he was called "Professor."

STEPHEN A. KEZERIAN

New Haven, Conn.

MATERNITY IN THE MODE

Sirs:

I hope other young mothers do not follow Rita Gam in the "mode"

she has chosen ("Maternity in the Mode," LIFE, June 24). The "butcher-boy uniform" is far more concealing than those baglike creations Rita Gam is wearing.

G. F. BARTLETT

Wellesley, Mass.

SPEAKING OF PICTURES

Sirs:

LIFE writes about the only live walrus in the U.S. ("A Whiskery Sight," LIFE, June 24). Sorry. I saw a walrus at the St. Louis Zoo last August.

MRS. HAROLD MOORE

Rockville, Ind.



ST. LOUIS ZOO'S MABEL AND MOBY DICK

● It is not a walrus but a 3,000-pound sea elephant, Moby Dick. The largest captive sea elephant in the U.S., Moby Dick is 13½ feet long, 8 years old and comes from Guadalupe Island off Mexico. His mate, Mabel, 1½ years old, weighs only 600 pounds.—ED.

SPREADING USE OF SPICES

Sirs:

"The Spreading Use of Spices" (LIFE, June 24) is positively a thrill to me.

My mother never cooked or baked without a spice to season her foods or pastries. I well remember her small herb garden with its usual parsley, fennel, rosemary, basil, mints and the ever-fragrant lavender. Everything she made smelled so good.

MAMIE VOLPE

Pittsburgh, Pa.

Sirs:

Fifty years ago my mother was putting caraway seeds in roast goose. Thirty years ago I was seasoning roast pork with ginger, putting whole cloves in pickled beets, adding chopped dill to mashed potatoes and using white pepper (which you don't even mention) on corn on the cob. Did you ever hear of stick cinnamon in English custard, or of adding powdered cinnamon to instant coffee?

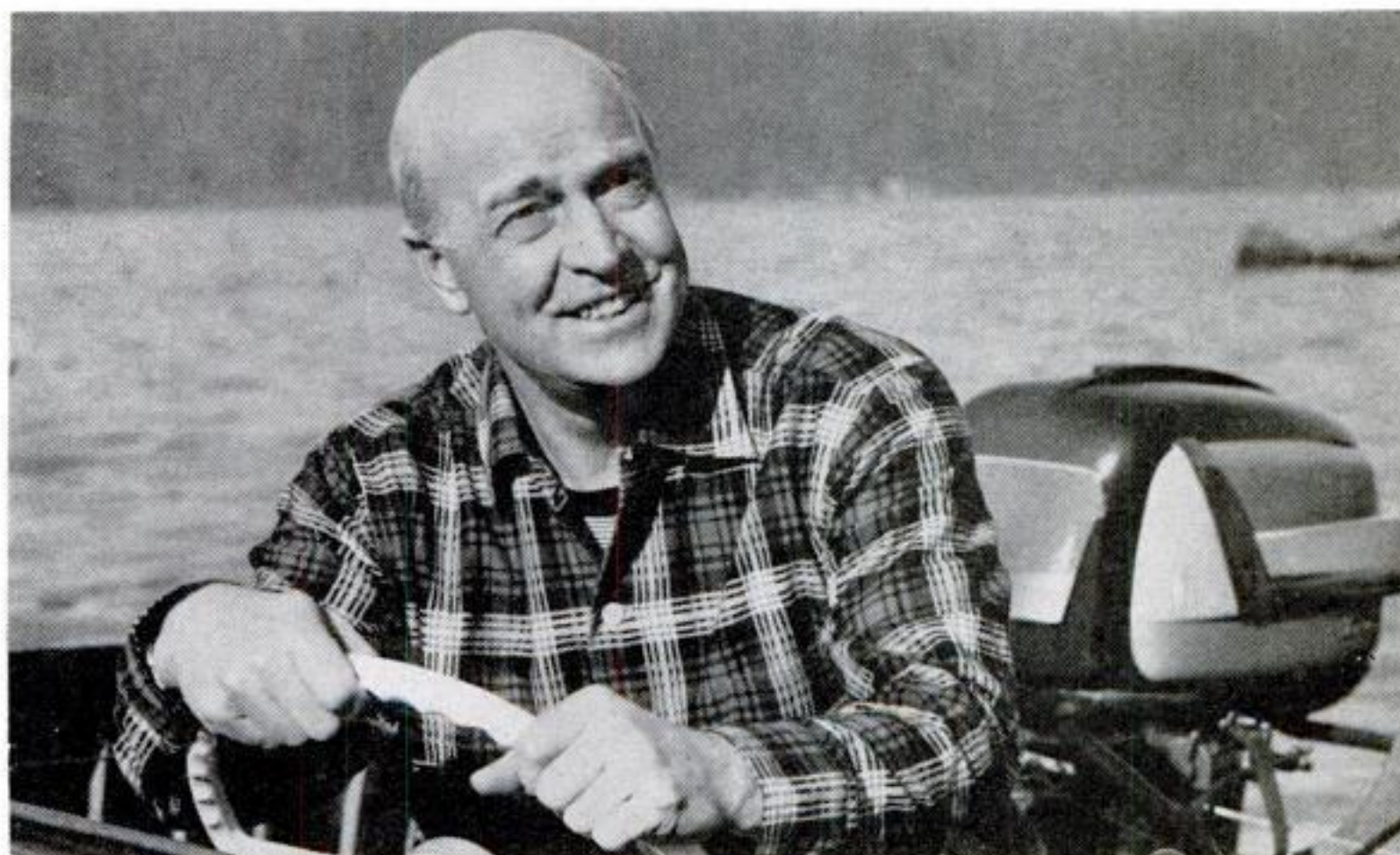
RUTH WILSON

Philadelphia, Pa.

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How I retired in 15 years with \$300 a month

"Well, here's one Yankee who's fallen in love with the South. When I retired, I moved to the Florida West Coast. I go fishing in the inlets. It's a tropical paradise, yet it's near enough to drive into Tampa, too. It's a new life. And it's beginning while I'm still young—only 55. All because of the check for \$300 I get each month.

"My retiring so young came out of a business trip I took in 1941. I worked in New York but I used to travel fairly frequently. On this trip I was dining with some friends at a restaurant in Tampa. I looked around, and who should be sitting at a table nearby but Don Nelson, a friend of mine from New York. I went over to wish him a wonderful vacation.

"'Vacation? Why, didn't you know we moved down here when I retired?'

"I looked at him in amazement. 'But you're too young to be retired!'

"'Nonsense!' he smiled. 'It's what I'd been planning for fifteen years.'

"Don invited me out to his home the next day. It was charming. 'I sure envy you,' I said. 'I know I never could save enough money to retire—especially so young.' (Frankly, I figured he must have inherited money. His job was no better than mine.)

"Then Don explained that he never could have retired on his investments or savings. But he had a good salary and he had found a way to make part of his salary automatically buy a retirement income. It was called the Phoenix Mutual Retirement Income

Plan. I decided to look into it myself, so I wrote the name down.

"Flying home, I was reading a magazine and noticed a Phoenix Mutual ad. Sure enough, I could get a retirement income guaranteed for life—providing I started young enough. The minute I got home, I cut out the coupon and sent for the booklet telling all about Phoenix Mutual Plans.

"In a few days a booklet came by mail. And there was exactly the plan for me. If I started right then—at 40—I could retire in only fifteen years with an income of \$300 a month.

"Well, I grew more and more pleased as those fifteen years went by. Not only was I looking forward to retiring, but I felt so much more secure with my Phoenix Mutual Plan. I decided on the West Coast of Florida because I had old friends in that area. And as soon as my first check for \$300 arrived, I was off. I remodeled an older house, and now that I'm settled, the real fun's just beginning."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,600 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS OF LIFE INSURANCE PROTECTION
FOR BUSINESS AND FAMILIES

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Please mail me, without obligation, your free 28-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

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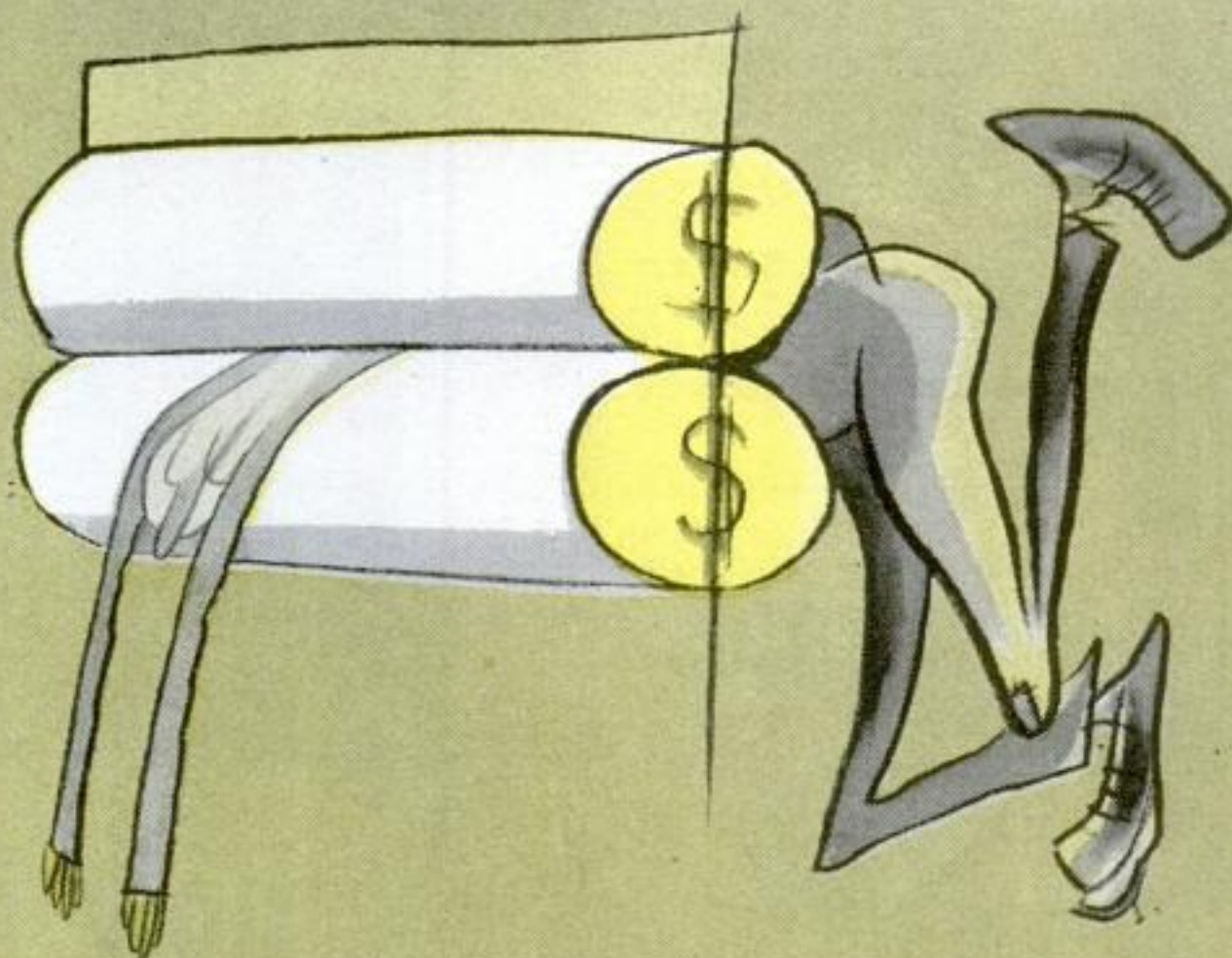
Home Address

Modern Man's



The Hero

This, I suspect, is all of us, rushing along at the pace most efficient not for us . . . but for machines. Why does he do it? Why do we do it?



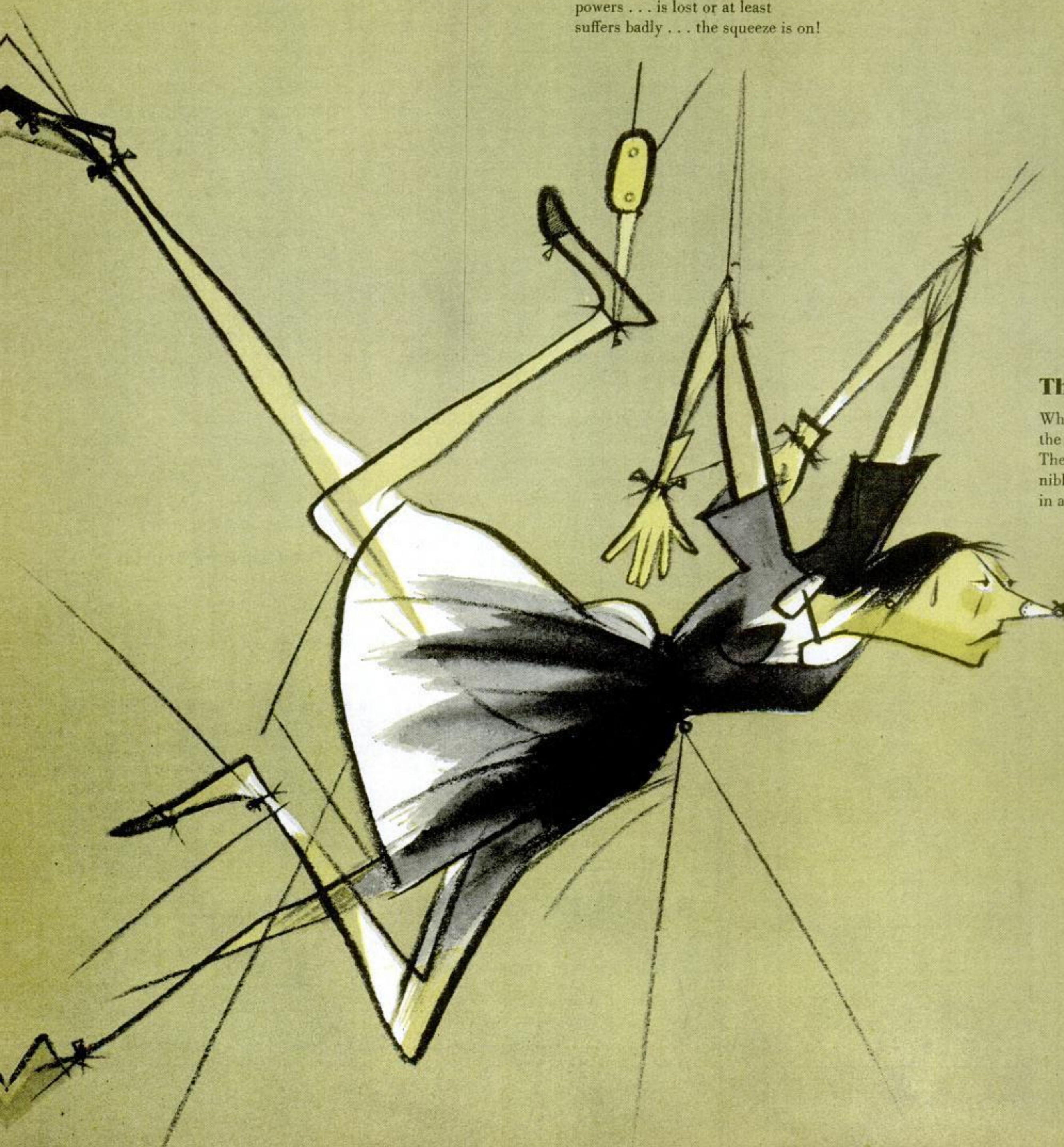
The Squeeze

You rear the family, which promptly presents the economic problem. . . . Leisure with its wonderful restoring powers . . . is lost or at least suffers badly . . . the squeeze is on!



The Team

Little by little, to cope with these economic fantasies and facts, we find ourselves on "the team." I trust you can find yourself here and also sense who is calling the signals.



The Wife

While at home try carrying out the jobs a woman does in a day. . . . The innumerable, unending, time-nibbling details—which pull one in all directions—which pull one apart.

The Solution

If we are to become untangled, we must find the joys of leisure with their enriching, revealing experiences—fishing in the clear water, the limbering of our minds.

Wearying Rat Race

ROBERT OSBORN DRAWS CASE FOR MORE LEISURE

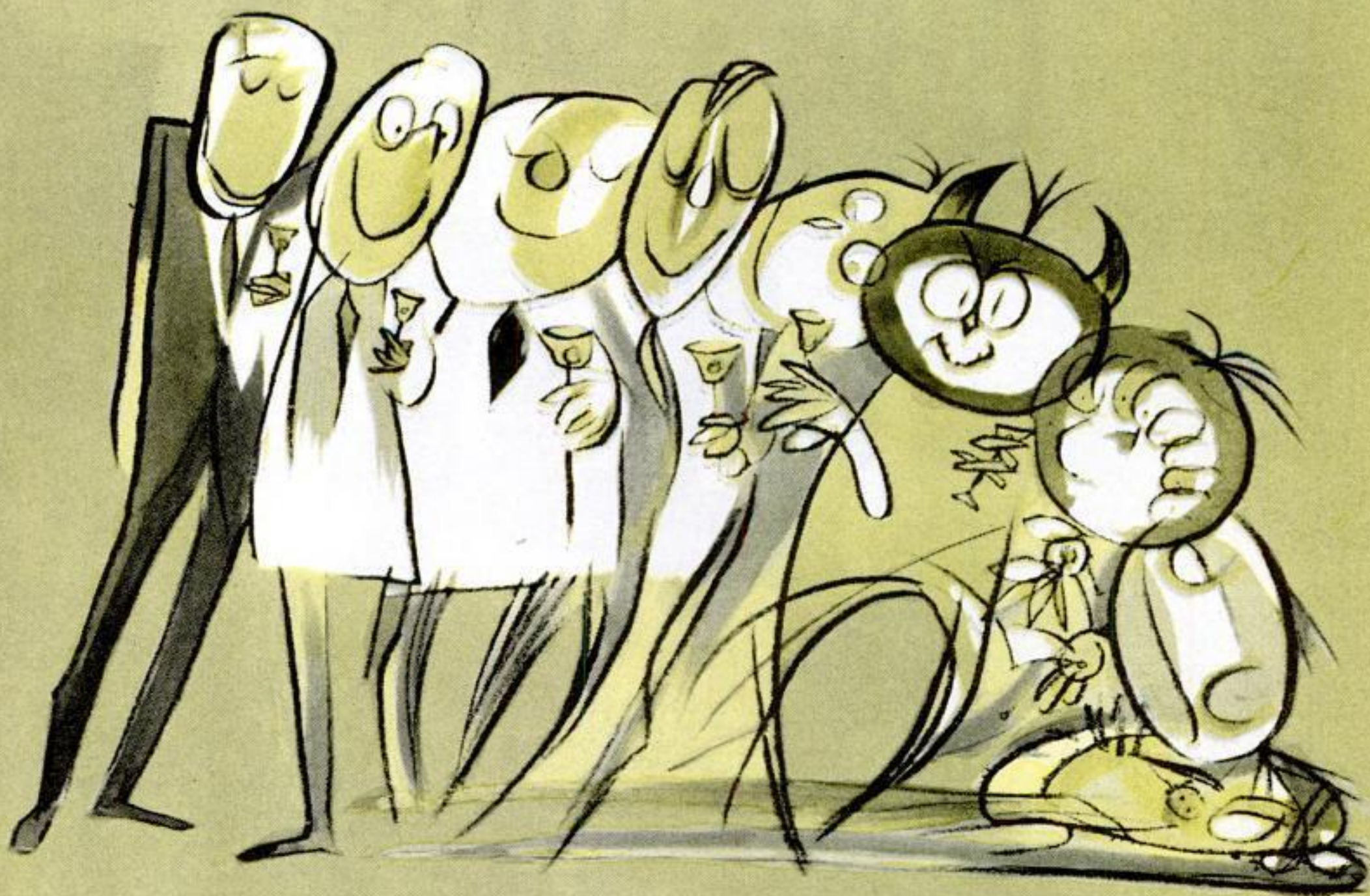
Cartoonist Robert Osborn had an ulcer at 15 and went through many a frustrating year after that before he won recognition for his hilariously relevant illustrations of modern man's dilemmas. Along the way Osborn gave a good deal of thought to the importance of leisure. Caught up in his corporate rat-race, man, said Osborn, never takes time to understand himself or his fellow man. Two years ago Osborn

put his thoughts into an illustrated lecture.

The drug firm of E. R. Squibb & Sons published *Osborn on Leisure* as a book and is distributing 100,000 copies of it free to doctors across the U.S. Here are a few of its drawings, with Osborn's own comments. While patients peruse the book in waiting rooms, Osborn, who has long since learned its lessons, lives an ulcer-free and leisure-full life in Connecticut.

The Escape

The pressures build up! Of course the obvious solution is a good stiff drink. And an ever increasing amount of leisure is devoted to the three-martini nirvana.



Sealy

BUTTON-FREE "ENCHANTED NIGHTS" MATTRESS

goes on sale tomorrow

\$44⁵⁰
IN U.S.
AND CANADA

REGULARLY \$59.50

**YOU
SAVE**

\$15

During *Sealy's* Golden Sleep Sale

It's button-free—smooth as a mattress can be! Healthfully firm as a mattress *should* be! Sealy true-balance innerspring unit. Exclusive decorator-designed cover. Pre-built borders. Tested for ten years' use.

Matching box spring,
regularly \$59.50
\$44⁵⁰



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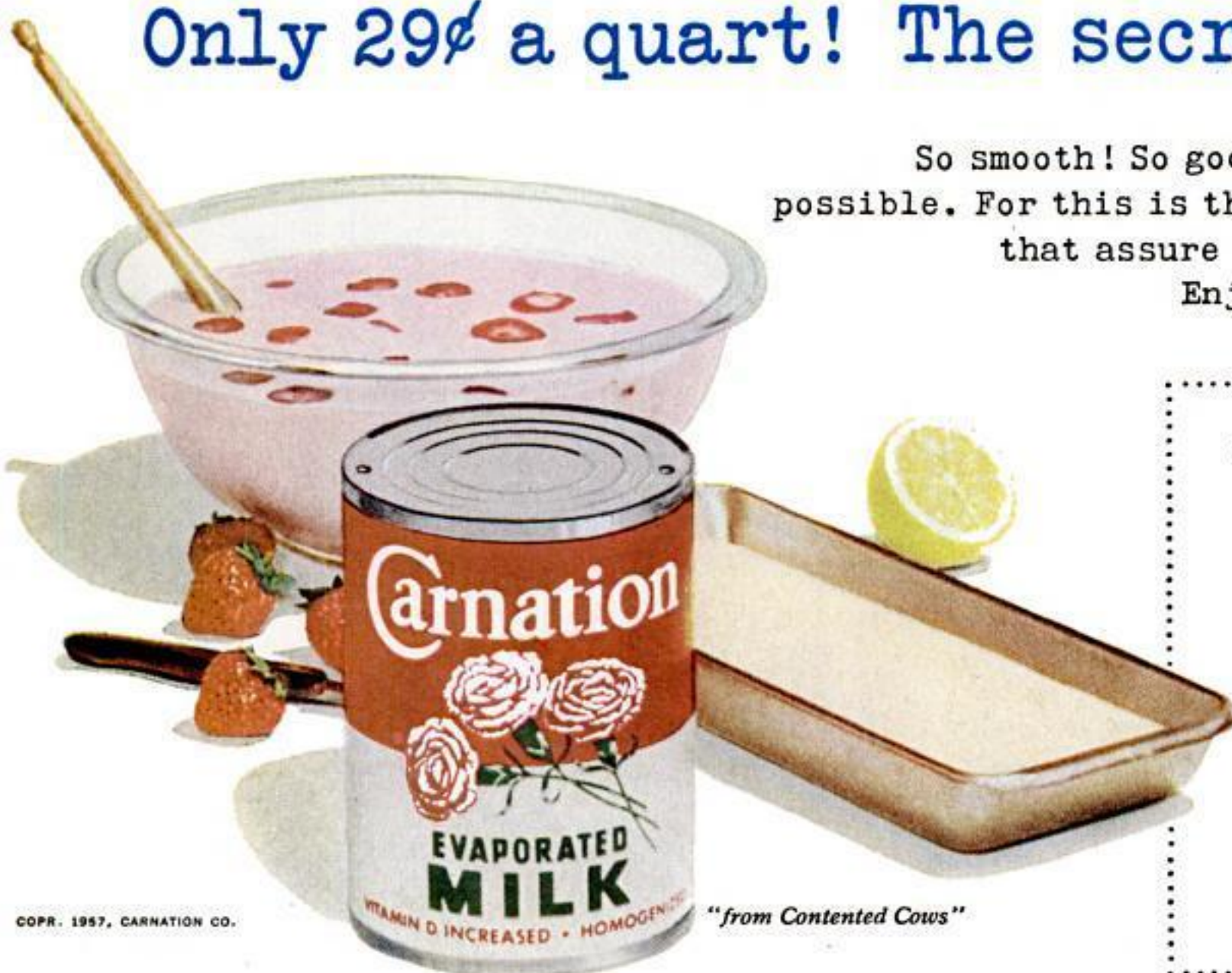
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MADE BY THE MAKERS OF THE \$79.50 *Sealy* **POSTUREPEDIC®**



**FIRST EASY RECIPE for delicious
homemade ice cream! Smooth as the home-freezer kind!
Only 29¢ a quart! The secret is whipped Carnation!**

So smooth! So good! Carnation is the only form of milk that makes it possible. For this is the milk that whips, the one with special blending qualities that assure crystal-free smoothness you can't get even with cream. Enjoy homemade ice cream soon--made the easy Carnation way.



RECIPE: CARNATION HOMEMADE STRAWBERRY ICE CREAM

(Makes 2½ quarts)

2 cups sweetened sliced fresh strawberries*	1 ⅓ cups (large can) undiluted CARNATION EVAPORATED MILK
1 ½ cups marshmallow topping	¼ cup lemon juice

Mix strawberries with marshmallow topping in bowl. Allow to stand 25 minutes, stirring occasionally. Meantime, chill Carnation in refrigerator tray until soft crystals form through milk (25-30 minutes). Whip Carnation until stiff (2 minutes). Add lemon juice; whip *very* stiff (2 minutes more). Blend with strawberry mixture. Place in refrigerator trays. Freeze until firm (about 3 hours). No more stirring needed!

*Mash 2 cups sliced fresh berries with ½ cup sugar, or use 2 10-ounce packages frozen sweetened berries.

FREE! Mary Blake's "Party Sweets" booklet. Many grand ideas for party enjoyment. Write to Mary Blake, Carnation Company, Dept. LM77, Los Angeles 19, California.

Today's smartest floors wear **KENTILE®**



Such fascinating conversation pieces as a built-in home aquarium, a copper-hooded barbecue, and
Rose Random Tones will make a family room famous! Wall base is Russet KenCove.®

*It's new and you'll love it! The textured look of
exciting Random Tones in KENTILE Asphalt Tile!*

SUBTLE SHADINGS
OF ROSE, GRAY,
OR GREEN!
SMOOTHER
SURFACE!
SO INEXPENSIVE,
TOO!

Suddenly there's a new look in floors—the excitingly different Random Tone look! Created expressly to blend with either traditional or modern, the subtle shadings of its muted colors add texture interest and excitement to *every* room! Like all Kentile Asphalt Tile, Random Tones have a finer, smoother surface that makes your floor far easier to clean—and *keep* clean. Just a whoosh of a damp mop and an occasional no-rub waxing keep colors richly glowing year after year after year. Sounds wonderful? . . . it is! Do see Kentile Random Tones at your dealer's very soon. He's listed under FLOORS in your classified phone book. Kentile, Inc., Brooklyn 15, N. Y.

It's easy to lay Random Tones as they come from the carton, for a handsome textured effect. A full range is packed in each carton.



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AVAILABLE IN ASPHALT TILE • SOLID VINYL •
VINYL ASBESTOS • CUSHION-BACK VINYL • RUBBER
AND CORK TILE . . . OVER 150 DECORATOR COLORS!

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ROARING UP FROM ITS LAUNCHING RIG AT FORT CHURCHILL ON JULY 4, AN IGY AEROBEE-HI ROCKET CARRIES LOAD OF INSTRUMENTS TO THE EDGE OF SPACE

64 NATIONS JOINED FOR GREATEST SCIENCE PROJECT

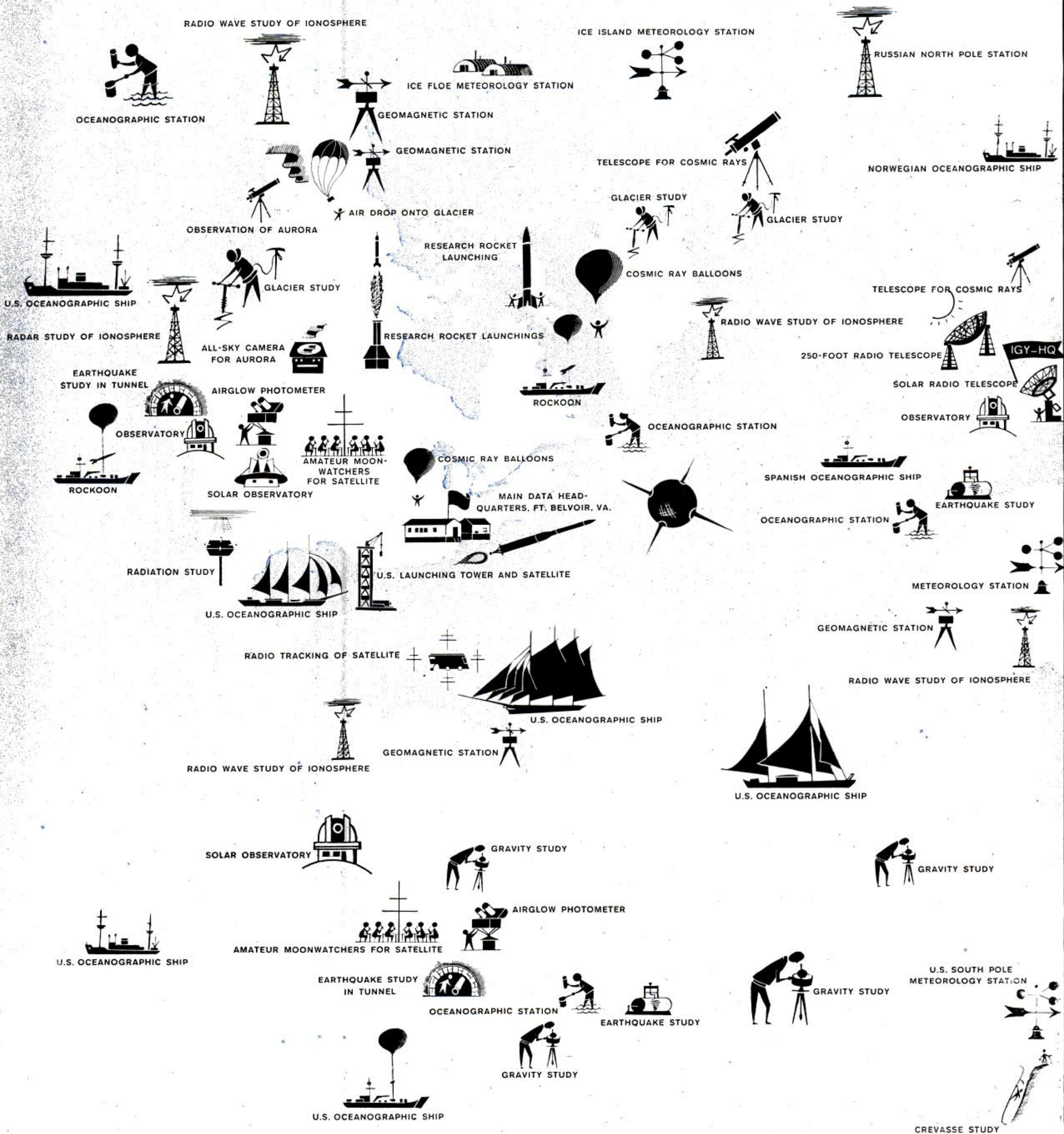
THE WORLD STUDIES THE WORLD

Through the top of a strange sheet-metal shack at Ft. Churchill, Manitoba, a powerful research rocket last week streaked into the upper air to perform one of the first major experiments of the newly launched International Geophysical Year. While the rocket was radioing its data from 160 miles up, a team of seismologists deep in a Chilean tunnel were taking data from earthquake recorders. A pair of oceanographers on the remote Pacific island of Jarvis were collecting samples of ocean water.

And at the South Pole Americans were observing the fluctuations of a rare red aurora.

In hundreds of other places and ways, 8,000 scientists of 64 nations were starting history's most ambitious scientific research program. In the IGY, says Dr. Joseph Kaplan, chairman of U.S. IGY committee, "scientists of the world are going to take a long and special look at our earth—at its wrinkled crust, its hot heart, its deep seas, its envelope of air, its mighty magnetism, its relationship to outer space."

IGY, which will last for 18 months through December 1958, will cost half a billion dollars. Its end results should be of extreme practical value: vastly improved communications, more accurate navigation for ships and planes, billions of dollars and many lives saved with improved weather forecasting, and further progress toward mastery of polar regions and outer space. The worldwide how, where and what of IGY is shown on the map on the next two pages and the following eight pages of photographs.

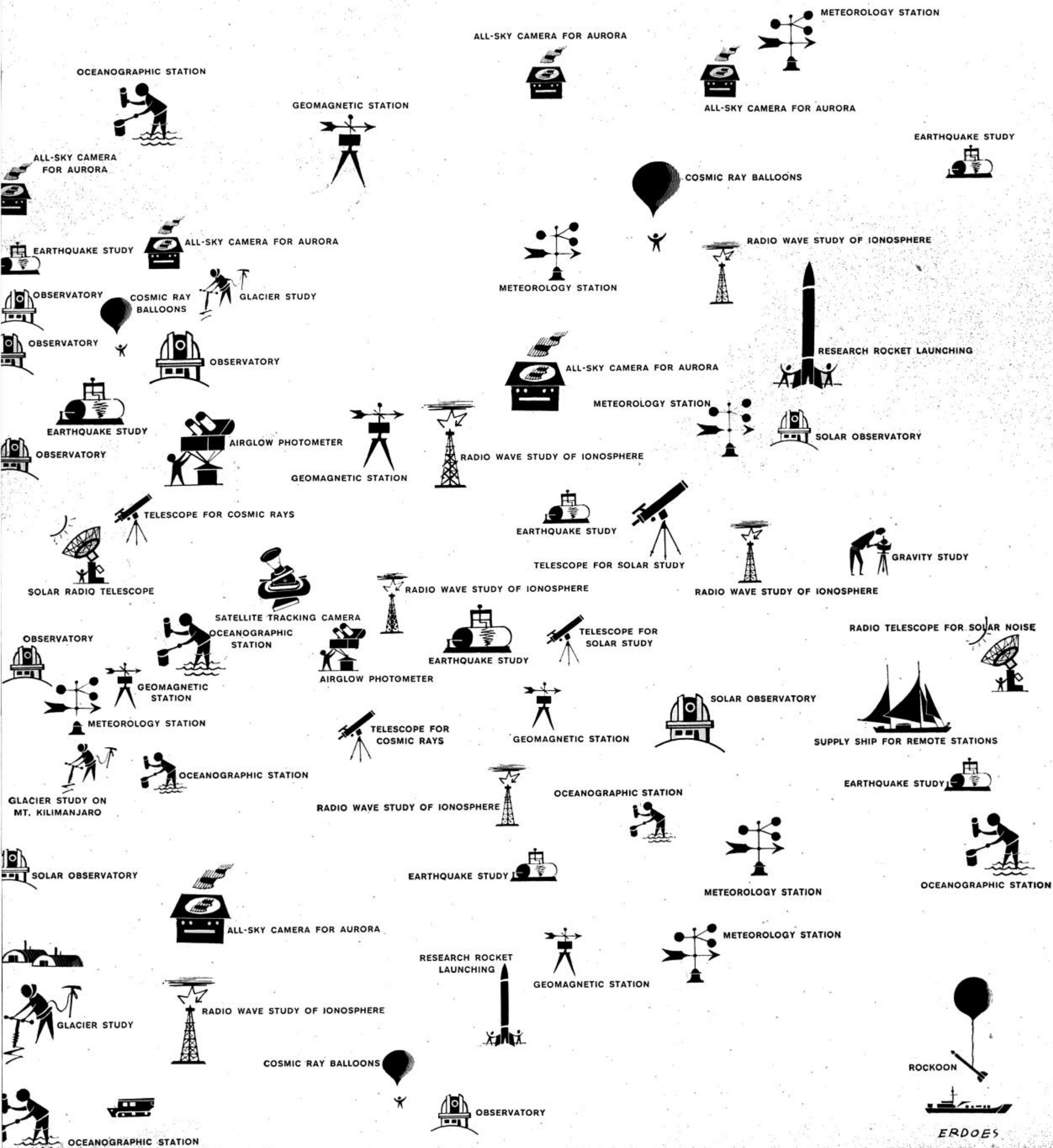


A WORLDWIDE NETWORK OF IGY OBSERVATION STATIONS WATCHES,

The global spread of more than 2,000 scientific stations involved in IGY is indicated in the above map, which shows 128 of them. At oceanographic stations (photograph on p. 28) scientists study tides and currents. Radio waves and radar beams scan the ionosphere, the layer of rarefied, ionized gases from 50 to perhaps 300 miles up. Geomagnetic stations chart variations in the lines of magnetic force that surround the earth and govern compass needles.

Meteorological stations (p. 27) make general weather observations. Special telescopes and balloons gather cosmic ray data while other telescopes and "all-sky" cameras (p. 28) observe auroral displays. Glacier studies (p. 29) and borings determine glaciers' nature, history and melting rates. Seismographs on the surface and strain meters deep underground (p. 28) record earth tremors. A total of 400 rockets (pp. 19, 27) will be fired during IGY to study

the composition of the upper air and various phenomena including cosmic rays. Rockoons—rockets hoisted by balloon to 80,000 feet, then fired by remote radio—will be sent up from ships to measure emissions from solar flares. Photometers, telescopic instruments which analyze light waves, probe the mysterious airglow (p. 26). A chain of observatories will photograph the moon and stars to determine the exact size and shape of the earth and to measure the



STUDIES AND RECORDS SEA AND SKY, WINDS, TIDES, QUAKEs

irregularities in its rotation. Special solar observatories (p. 25) make intensive records of sunspots and solar flares. The first man-made satellite (LIFE, June 3)—unless the Russians make good on their boast of getting theirs up this year—is scheduled to be hurled into space from Florida to make continuing studies of the upper atmosphere. Its journey will be followed by tracking stations and by amateur "moonwatchers." Measurements of the force of

gravity will be made to map its global variations. Radio telescopes gather data on solar noise, high-frequency radio waves produced by activity on the surface of the sun. Radiation stations record test-bomb fallout as well as natural radioactivity to trace atmospheric currents. Oceanographic ships study currents, sea water composition and ocean-bottom sediments. Some of these are sailing vessels whose wood hulls permit easy magnetic measurements.

At stations set up by Russians at the North Pole and Americans at the South Pole, scientists study weather patterns, map distribution of auroras, chart the way the earth's magnetic field fluctuates. Most of the stations shown here are doing other IGY experiments in addition to those indicated by symbols. All stations everywhere work together under close direction from headquarters located at Uccle, near Brussels, and at Fort Belvoir, Va. (next page).



INTERNATIONAL BRAIN TRUST meets at office of Secretary-General Marcel Nicolet at Uccle, Belgium. From left are Emile Herbays of Belgium, Vladimir

Belousov of U.S.S.R., Lloyd V. Berkner of the U.S., Nicolet of Belgium, Jean Coulomb of France, Sidney Chapman of Great Britain, president of committee.

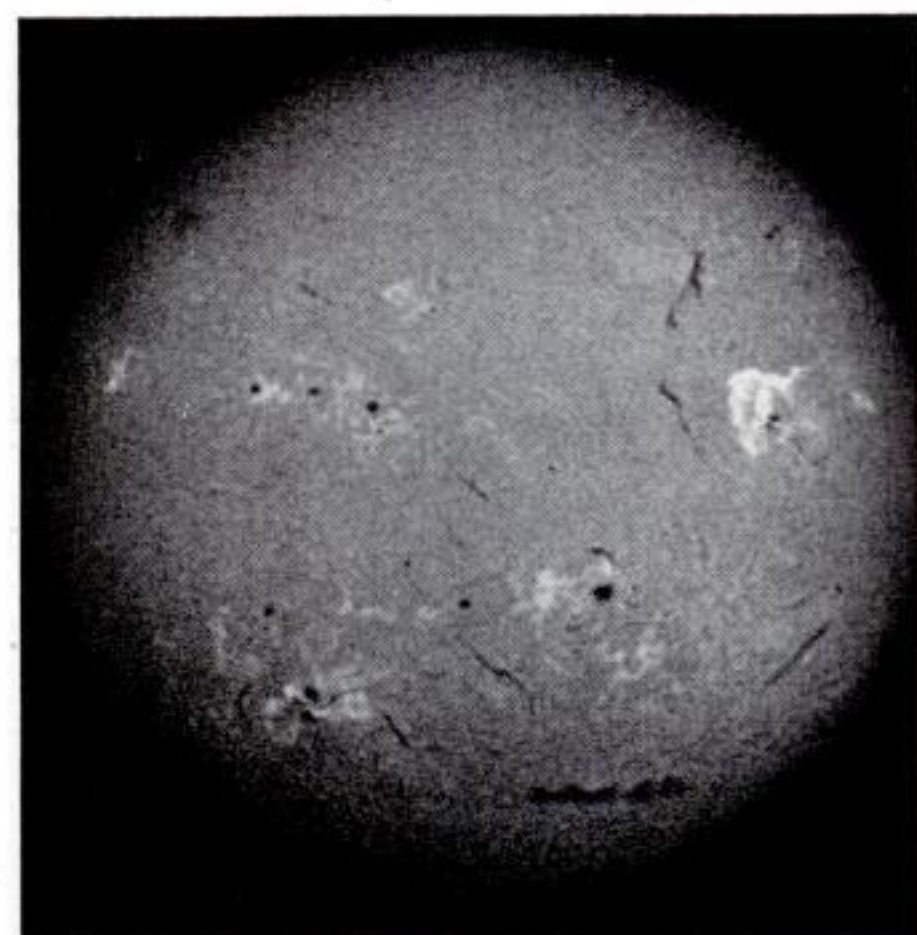
EMINENT SCIENTISTS RUN PROJECT, HARVEST FIRST FRUIT OF WORK

IGY had its start in 1950 when a group of scientists meeting informally in the U.S. decided that new scientific techniques made it possible to achieve great advances in knowledge through such a project. Mid-1957 was set as a starting date because it would mark the peak of a cycle of violent solar disturbances, a main subject of study.

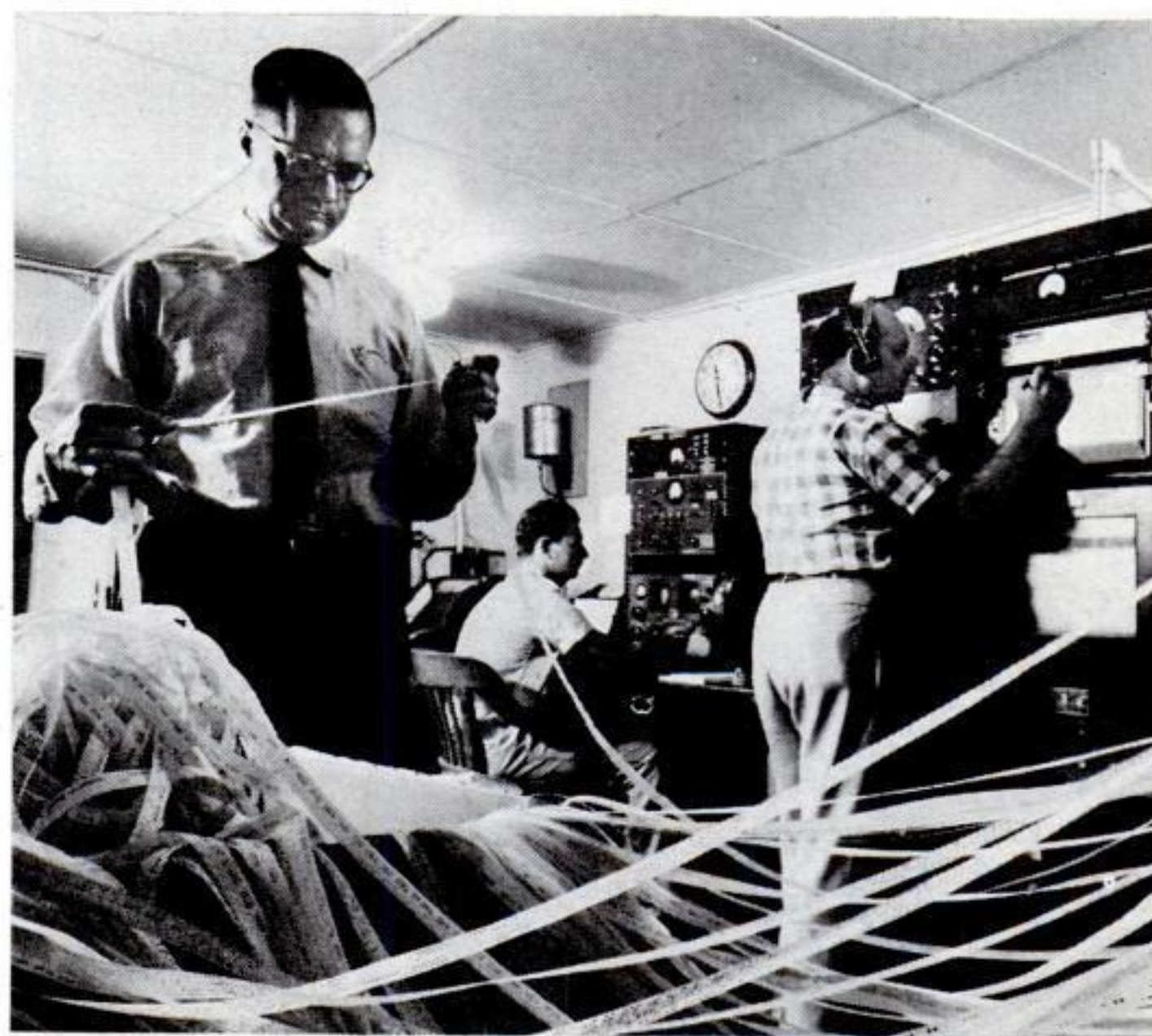
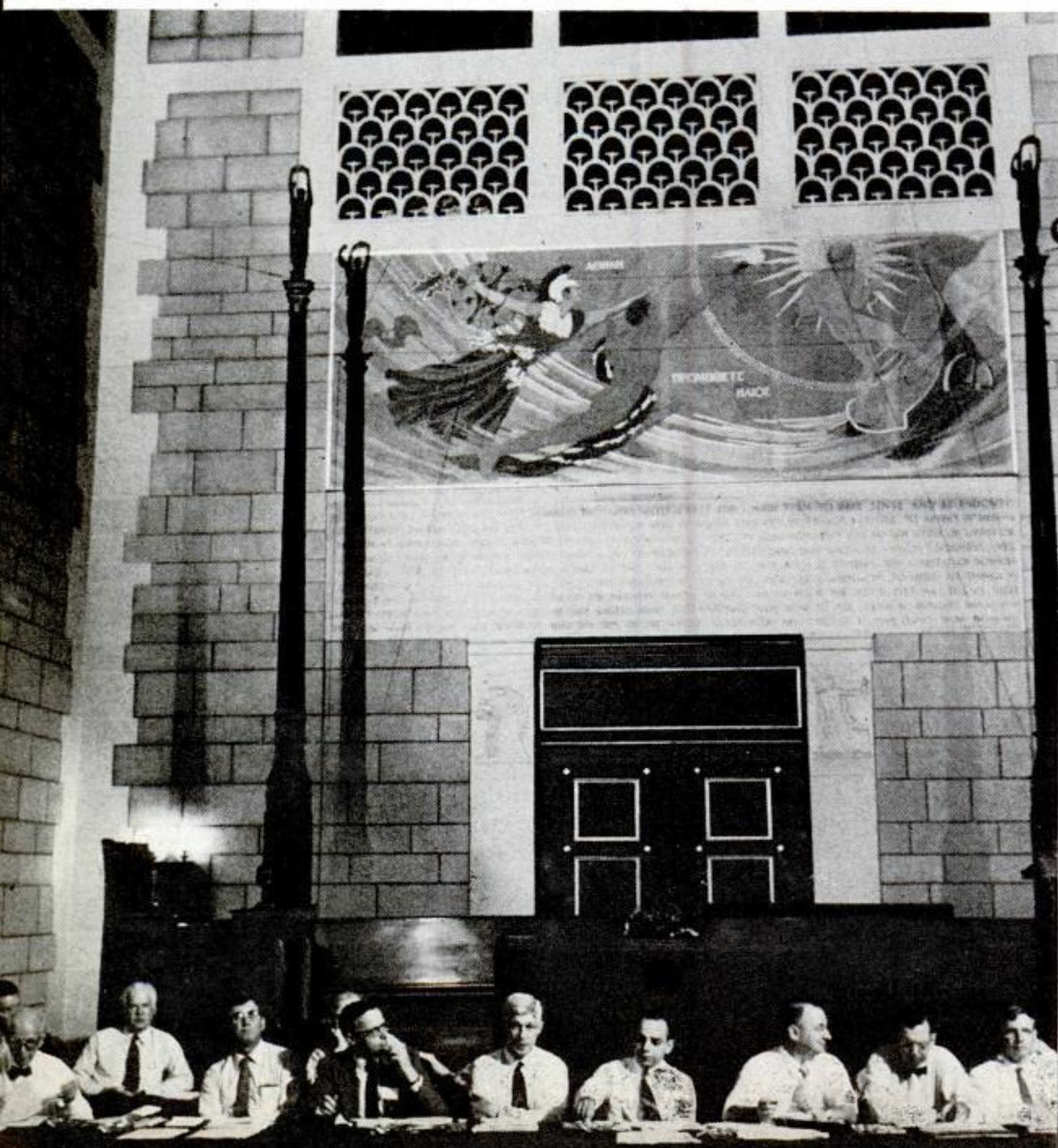
With the project accepted, scientists faced a task of unprecedented complexity in organizing the IGY's activities. Each nation formed committees to direct its own work. A special committee for IGY (above) was set up to coordinate the work of all countries. The special committee meets frequently, sends out its suggestions and progress reports through international headquarters in Belgium. Since scientists everywhere speak a common language and

are used to communicating on an international scale, IGY has been able to organize its many-faceted assignment smoothly.

When IGY's 18 months are over it will have amassed billions of pieces of new information from instruments like those shown on following pages. On many occasions, as during pre-set "World Days" and "World Intervals," stations all over the world focus attention on the same phenomena at the same time. They may be alerted to do this at any time by the IGY World Warning Agency at Fort Belvoir, Va. Last week such an alert went out to observe major solar disturbances. Out of it came the picture at right, taken by a Swedish observatory on the Isle of Capri. It shows solar activity (dark spots) and an unusually bright flare—a picture representing the first fruits of IGY.

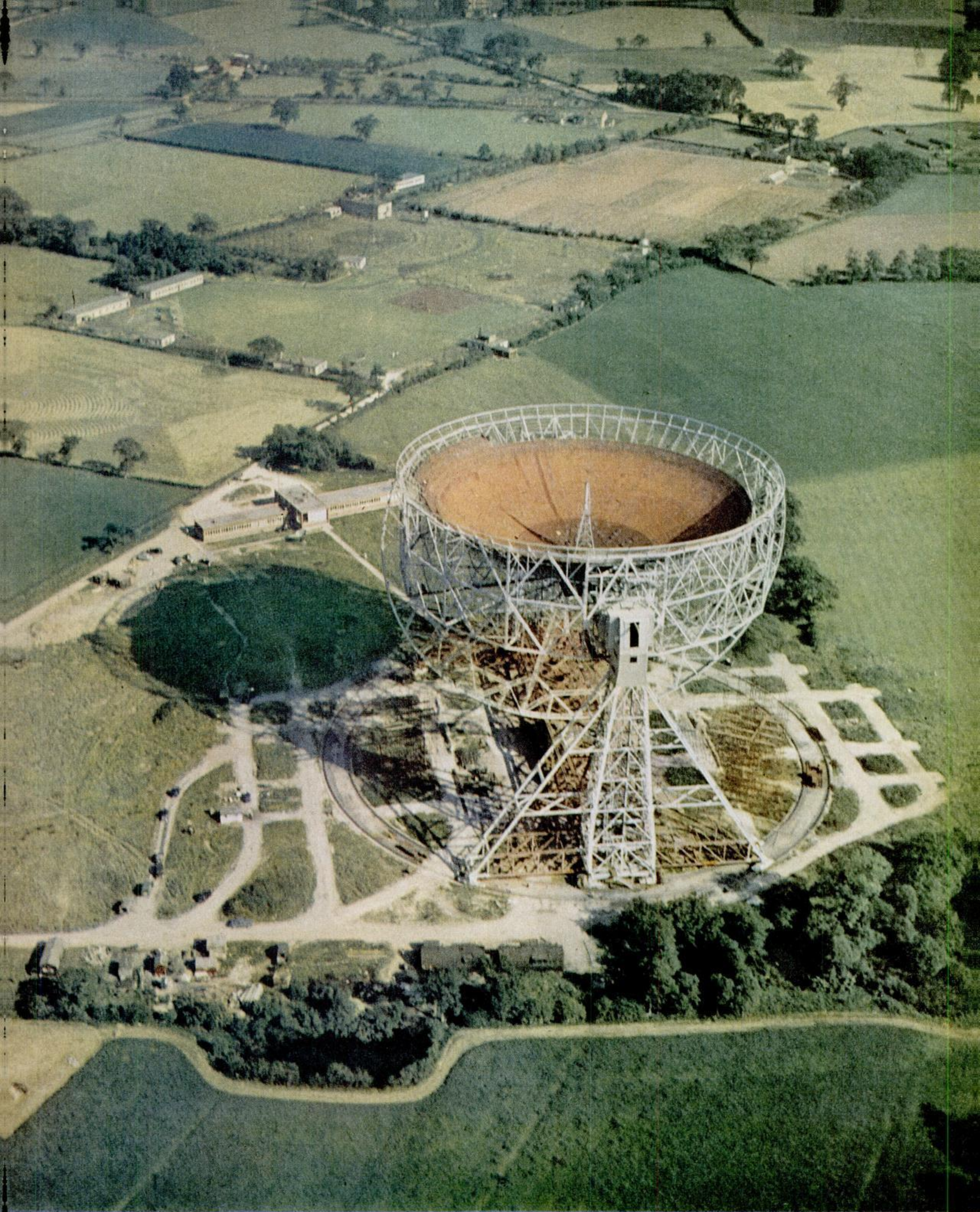


NEW SUN PORTRAIT SHOWS FLARE (TOP, RIGHT)



IGY NERVE CENTER at Fort Belvoir, Va. flashes alerts to all IGY nations. Here Edward Wiewara, station chief, inspects teletyped data on sun's activity.

AMERICAN IGY COMMITTEE presided over by U.S. Chairman Joseph Kaplan (center) holds policy meeting in Washington at the headquarters of the National Academy of Sciences, sponsor of the U.S. program. As the heaviest contributor to IGY, U.S. helps operate over 300 stations, will spend at least \$150 million.

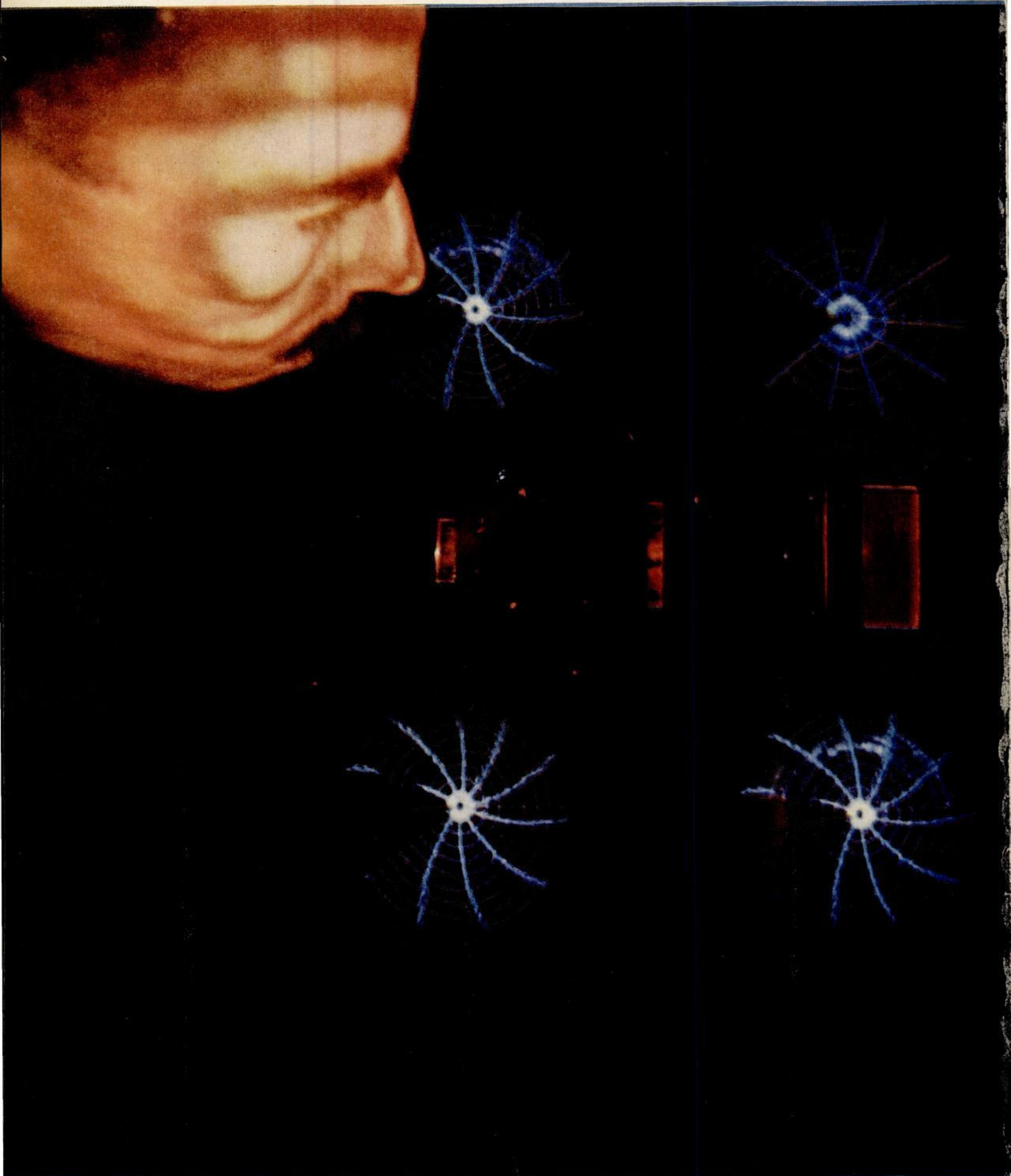


MAMMOTH RADIO TELESCOPE nears completion in England in time for IGY. Antenna, a 250-foot-wide bowl so big 8,000 people could sit in it, was originally

designed to survey unknown parts of sky by intercepting the radio signals emitted by distant galaxies. For IGY it will bounce signals off meteors and the moon.

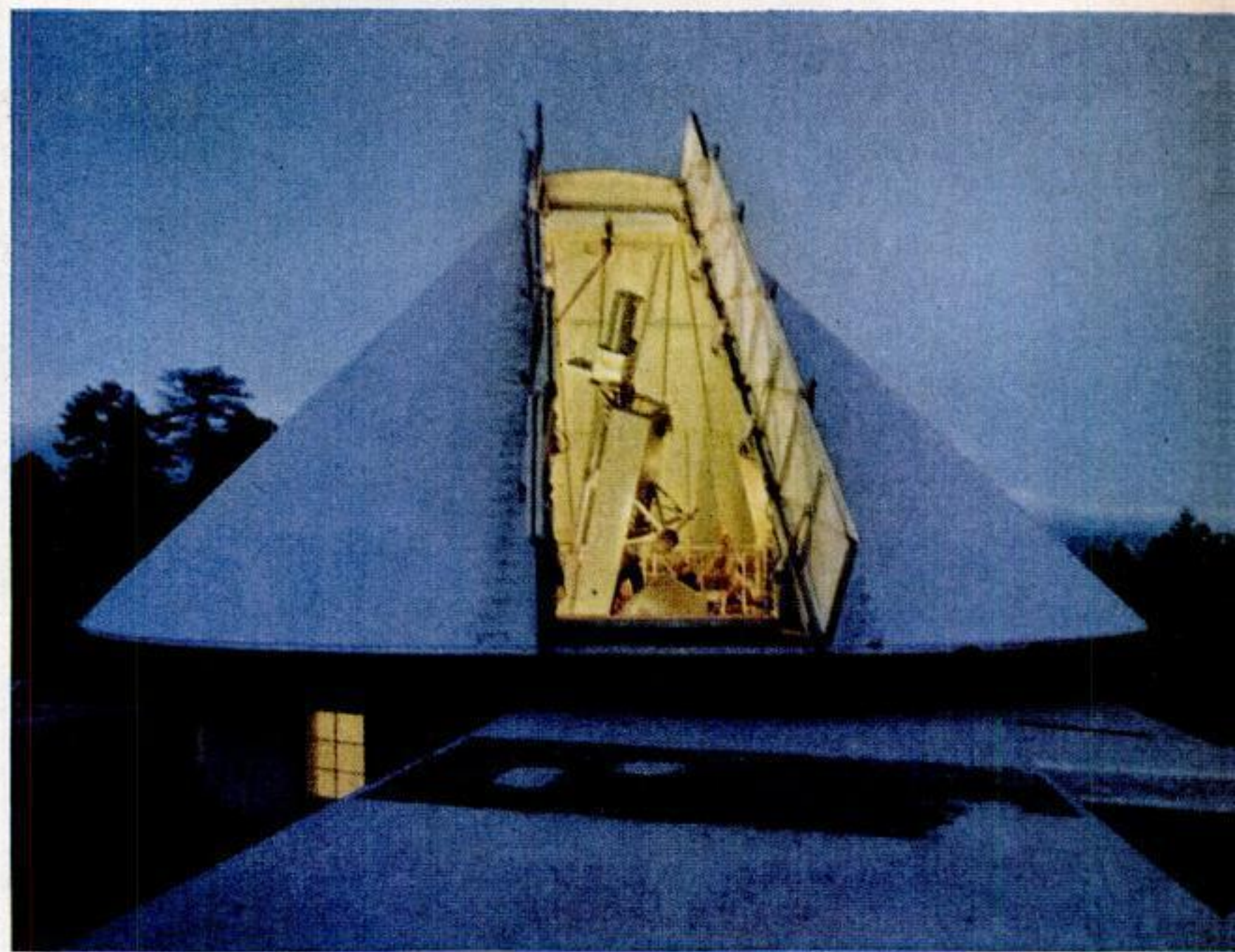
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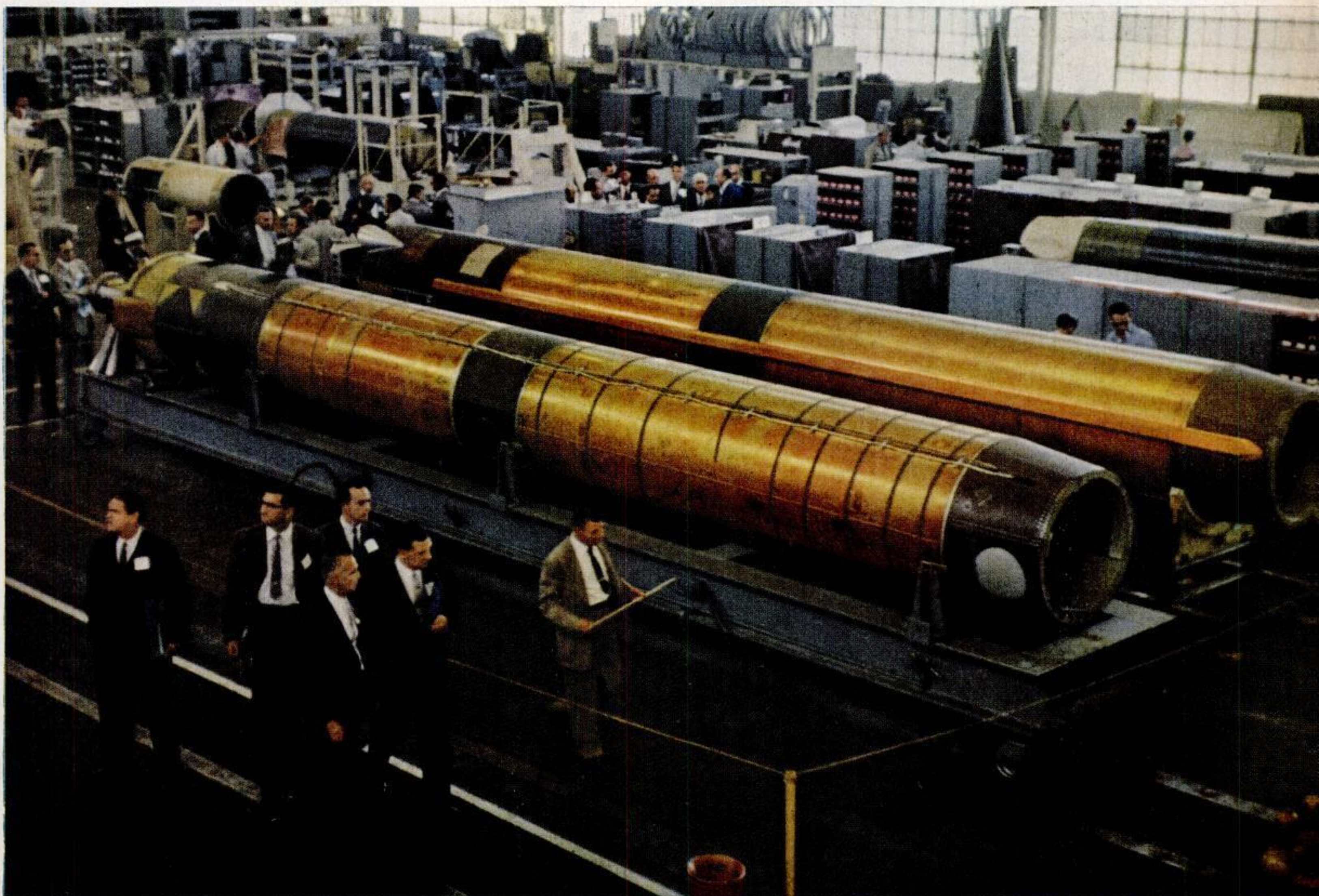
SEARCHING FOR METEOR TRAILS, radarscopes at Stanford University in California record radar signals that have been beamed into upper atmosphere

and reflected to earth. Changes in the pattern of blue blips which show on two of the four scopes would indicate the presence either of trails or of auroras.



CONICAL OBSERVATORY is set up on peak at Sunspot, N. Mex. Cone rotates to follow sun, while camera-equipped coronagraph and telescopes take pictures.

INSTRUMENT IN INDIA called "4-Yagi Array" is set up with help of Kalpathy Sarada (*left*) of National Physical Laboratory. It measures radio noise from sun.



ROCKETS FOR SATELLITE, first-stage sections of two Vanguard test vehicles like the ones that are to launch man-made moons in 1958 for IGY upper air

research (*LIFE*, June 3), are lined up in factory at The Martin Co. Made of easily corroded magnesium, they are protected from air by a sheath of reddish plastic.

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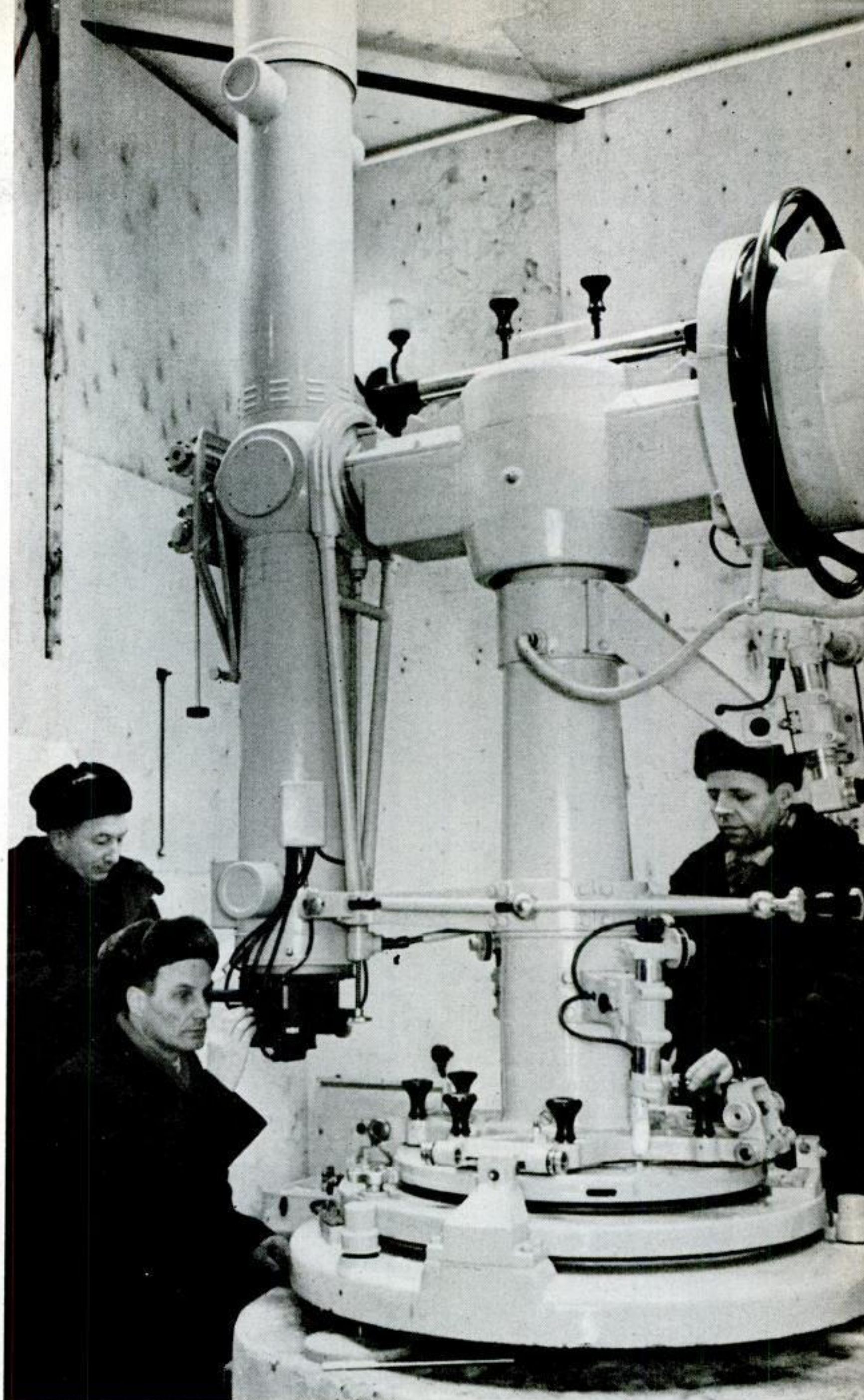
SCANNING SKY FOR AIRGLOW at sunset, photometric telescope on Fritz Peak in Colorado revolves, sweeping entire night sky every four minutes. A mysterious

kind of light, airglow is seldom visible to human eye, although always present in sky. By measuring changing intensity, scanner may give clue to airglow's cause.

PROBE OF UPPER AIR PROCEEDS IN FAR-FLUNG PARTS OF EARTH



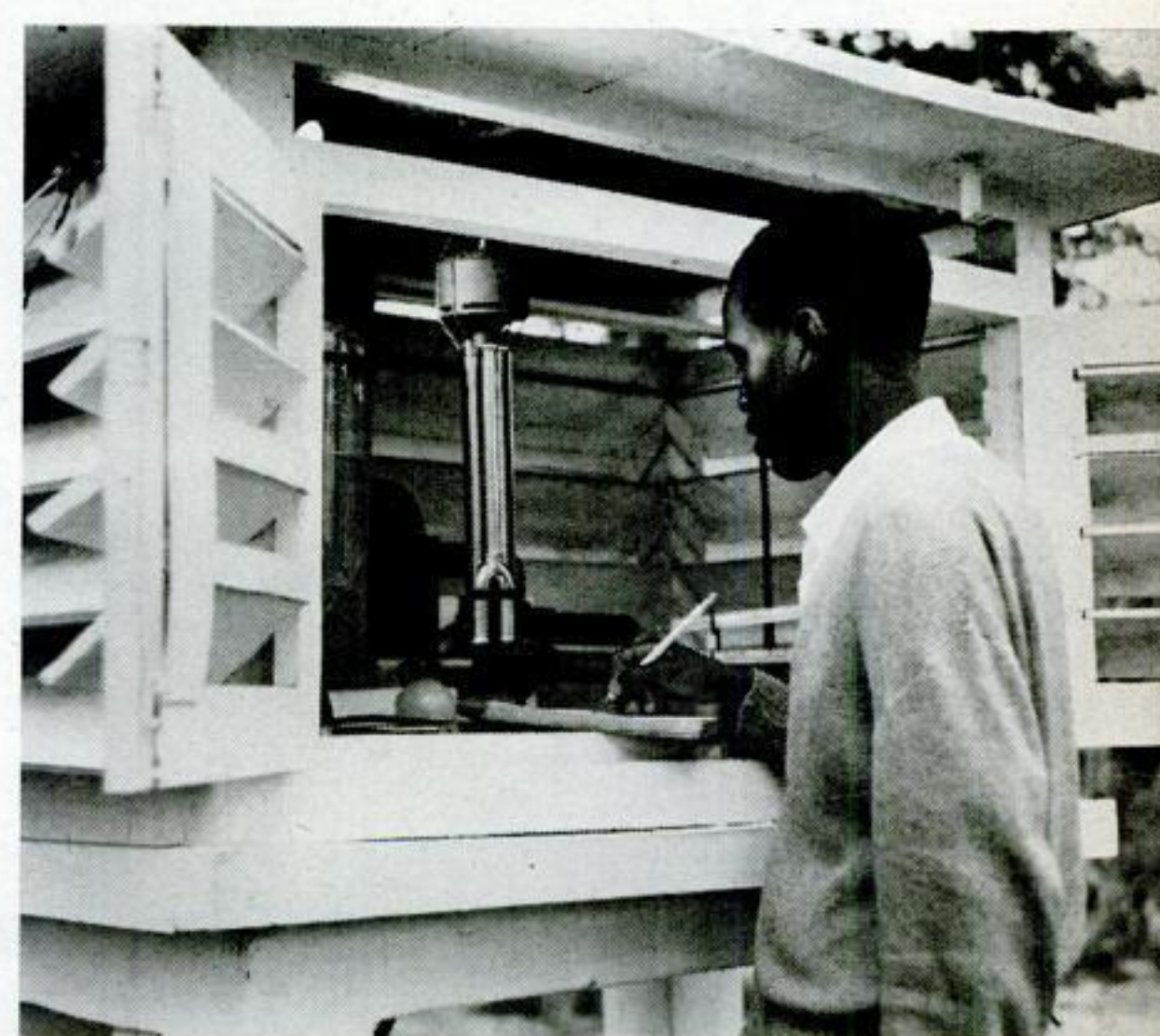
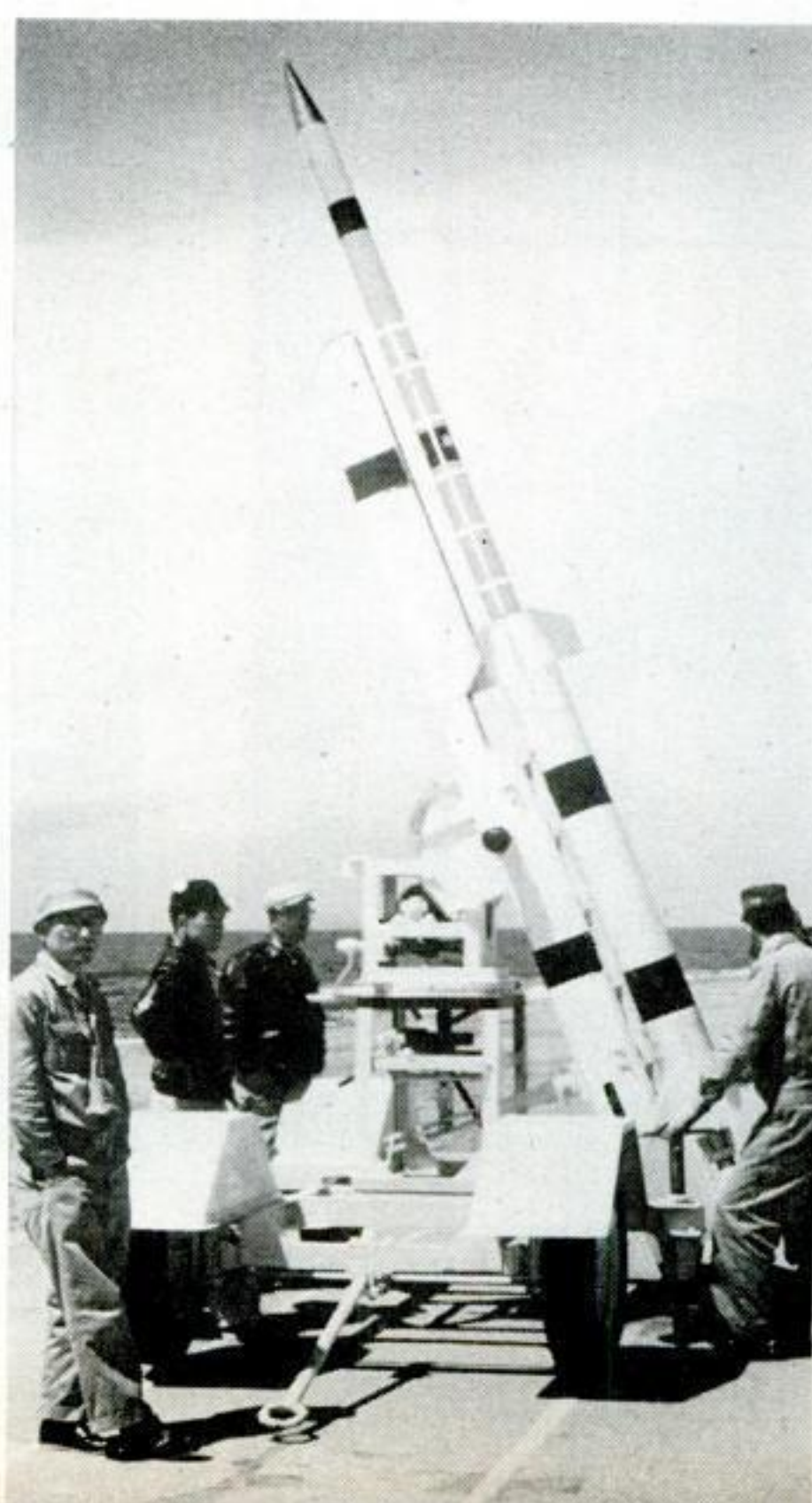
NEAR TORUN, POLAND Professor Wladislaus Dziewulski inspects telescope lent by Harvard for atmosphere and sunspot study at Piwnice Observatory.



NEAR LENINGRAD Russian team adjusts new zenith telescope at Pulkovo Observatory to measure movements of earth's poles in relation to celestial bodies.



AT NAIROBI, KENYA technicians launch a weather balloon. Instruments radio back atmospheric data.



AT LWIRO, BELGIAN CONGO technician reads meteorological instruments at IGY weather station.

AT AKITA, JAPAN a crew prepares to fire a rocket to get upper air, cosmic ray data 80 miles up.



FLOATING ICE STATION, two-mile-square floe in Arctic Ocean between Alaska and the North Pole, carries a 20-hut camp and crew studying polar ice, sea and weather. U.S. Air

Force planes landed men and materials on the eight-foot thick ice. An attempt to set up a similar camp six years ago failed when the ice broke up and all the equipment sank.



ALL-SKY CAMERA at Ithaca, N.Y., designed for IGY aurora study, takes a 180° picture of sky from horizon to horizon by means of a curved mirror that reflects sky's image onto

film, thus getting entire auroral display in a single shot. The picture above, taken from inside camera, shows all of sky plus aurora expert, Carl W. Gartlein, who stands nearby.



ICE-CORING DEVICE which brings up 10-foot-long cores in order to study ice's strength, structure and salt content is wielded by an Eskimo helper at Point Barrow, Alaska station. In background U.S. crew chops hole for study of Arctic marine life.



EARTH STRAIN METER, embedded in a cave near Los Angeles, is checked by inventor, Dr. Hugo Benioff. Meter records earthquakes, also stresses on earth caused by pull of sun and moon. Meter's new data may make earthquake forecasts possible.



UNDERSEA TIDE GAUGE is set up on South Pacific island by Scripps Institution of Oceanography scientists. Here one man spreads shark repellent to protect colleague who goes down with gauge hose that sends pressure changes to instruments ashore.

CREVASSE EXPLORATION is undertaken by American scientist who, using rope held fast by ice axes, dangles 130 feet into precipitous glacial fissure during Antarctic expedition. →





A DECEPTIVE FIREWORKS DISPLAY IN CUBA

All the fireworks and posters bearing his picture might make it seem that Cuban dictator Fulgencio Batista was popular in Santiago. But a government-staged rally drew only 5,000 people, as most of the 180,000 residents pointedly

stayed away. All over Cuba opposition to the Batista regime brought sabotage, shootings and bombings. The day after the rally three rebels, killed by army troops, were given heroes' funerals in Santiago and almost 10,000 attended.

A LOOK AT



BADLANDS RESCUE

Across southwestern Texas' badlands a rescue party carried Mrs. Clifford White (*on second horse*). When his car stalled, Mr. White went for help, died in 115° heat. She took shelter in a cave and after six days attracted a plane.



THE WORLD'S WEEK



OFFICIALLY DEAD—BUT ALIVE AFTER EIGHT WEEKS—>

Heavily bearded and 60 pounds under his normal weight, Air Force Lieut. David Steeves ended a 54-day ordeal with a full meal at Cedar Grove, Calif. When his jet trainer exploded over the high Sierras, Steeves had parachuted

into the rugged terrain, hurting both ankles as he landed. Painfully he dragged himself to a mountain hut, lived on deer, fish and snakes. Three weeks after the Air Force officially declared him dead he was picked up by fishermen.



← POZNAN REMEMBRANCE

At the grave of Roman Strzalkowski, Polish Boy Scouts knelt as Poznan honored the 53 victims of its bread and freedom riots a year ago. Shot by secret police, 13-year-old Roman was the youngest victim of the historic riots.

UNITED FOR LIBRARY

In Independence, Mo., dedication of the Truman Library attracted an elite but surprising group: Mrs. Truman, Mrs. Roosevelt, Chief Justice Warren, former President Hoover, Basil O'Connor, head of library, and Mr. Truman.

THE NEW BOSS'S RISE FROM AND THROUGH RANKS



YOUNG LEADER of party in Moscow, Khrushchev (*left*) visited subway diggings in mid '30s with Bulganin (*center*) and Kaganovich (*right*).



WITH STALIN, Khrushchev greeted Red Pioneers group near Moscow in 1937. Backed by Stalin he was already alternate member of Politburo.



AFTER STALIN, Khrushchev began to emerge rapidly from relative obscurity as a party hack, became first secretary of the Communist party. On Jan. 21, 1954, the anniversary of Lenin's death, he gave the first memorial address. Malenkov, who was then premier but was ousted one year later, sat grimly at the dais (*left*).

A DISCIPLE OF EXPEDIENCY WINS SOVIET—FOR PRESENT

Noted authority analyzes Khrushchev's purge

by EDWARD CRANKSHAW

Last week in Moscow, after eight days of secret but furious struggle, the plenum of the Central Committee of Russia's Communist party struck down from the party's highest council, the Presidium, three of Communism's most powerful figures: veteran Bolsheviks Vyacheslav Molotov and Lazar Kaganovich, onetime Premier Georgi Malenkov. Former Foreign Minister Dmitri Shepilov and two lesser lights also swelled the list.

The purge was clearly a victory for the party's first secretary, Nikita Khrushchev. But the real significance of last week's purge lies in profound changes that threaten the course of Communism. The implications are analyzed here by Edward Crankshaw, a former British military attaché in Moscow, author and authority on Russia, whose previous studies of the Communist system and its stern masters have been published by LIFE.

IN the most spectacular political recasting since Stalin's death the Kremlin "collective" [*i.e.*, rule by committee] has been cleft and shattered. Just as Khrushchev revealed in his secret but earth-shaking "de-Stalinization" speech of Feb. 25, 1956 that the monolithic party had always been a myth, he has now with this purge shown that the myth persisted even after Stalin. There is no reason to suppose that the new government will be more immune to internal dissension than governments of the past and there is every reason to believe that, despite its protests, it is no more peace-loving. Conflicts of conviction and rival ambitions are inevitable when a handful of tough and ambitious men band together in uneasy unanimity to form a government. But for the time being the world sees Khrushchev very firmly in the saddle. How did he get there? When? And what does he propose to do?

There may be and quite probably will be some startling gestures. But I do not think any sudden break in the continuity of Soviet policy is likely. People forget how astounding have



HISTORIC 20TH CONGRESS of the party found Khrushchev downgrading Stalin in a sensational seven-hour speech excoriating the dead dictator and "cult of personality" as well as denouncing Western

capitalist nations. Among the leaders on dais behind him sat Malenkov (*third from the left*); Lazar Kaganovich (*fifth from left*, and purged with Malenkov last week) and Premier Bulganin (*far right*).



IN HAPPIER DAYS the purged and their purger made a convivial-looking tableau, raising glasses in toast to President Eisenhower at 1956 Fourth of July garden party at American embassy in Moscow. From



MENDING FENCES, Khrushchev went to Belgrade in 1955 to call on disaffected Tito. At Belgrade airport, he humbly but blandly reads Moscow's abject apology for Stalin regime's anti-Tito policies: "We sincerely regret. . ."



WORLD FIGURE, Khrushchev attended Geneva conference in summer, 1955. He gave orders to Defense Minister Georgi Zhukov and Premier Nikolai Bulganin, although they were officials of government and he only of party.



JUNKETEER, Khrushchev was garlanded and marked on his 1955 goodwill trip to India where he made bitterly provocative speeches against West.

been the changes since Stalin's death, starting with the abject reconciliation with Tito. And it becomes increasingly clear that the driving force behind these changes was Khrushchev. He has been fighting Stalinist resistance behind the scenes and not always behind the scenes either. From the Yugoslavs and the Poles we know a good deal about his conflict with Molotov. And now he has won.

It is highly improbable that this was an overnight victory on the floor of the party's central committee room. Until late last summer Khrushchev had been winning all along, though hampered by Molotov and Kaganovich. Conceivably he could have outvoted the opposition at any time between the 20th Party Congress of last year, packed with his supporters, and the Polish revolt in October 1956. But he still needed the myth of the collective. He lacked the moral position to do away with the old guard and his particular rival, the highly intelligent Malenkov. He could not accomplish this, even with the support of the army and the brains of Mikoyan, the old guardist who

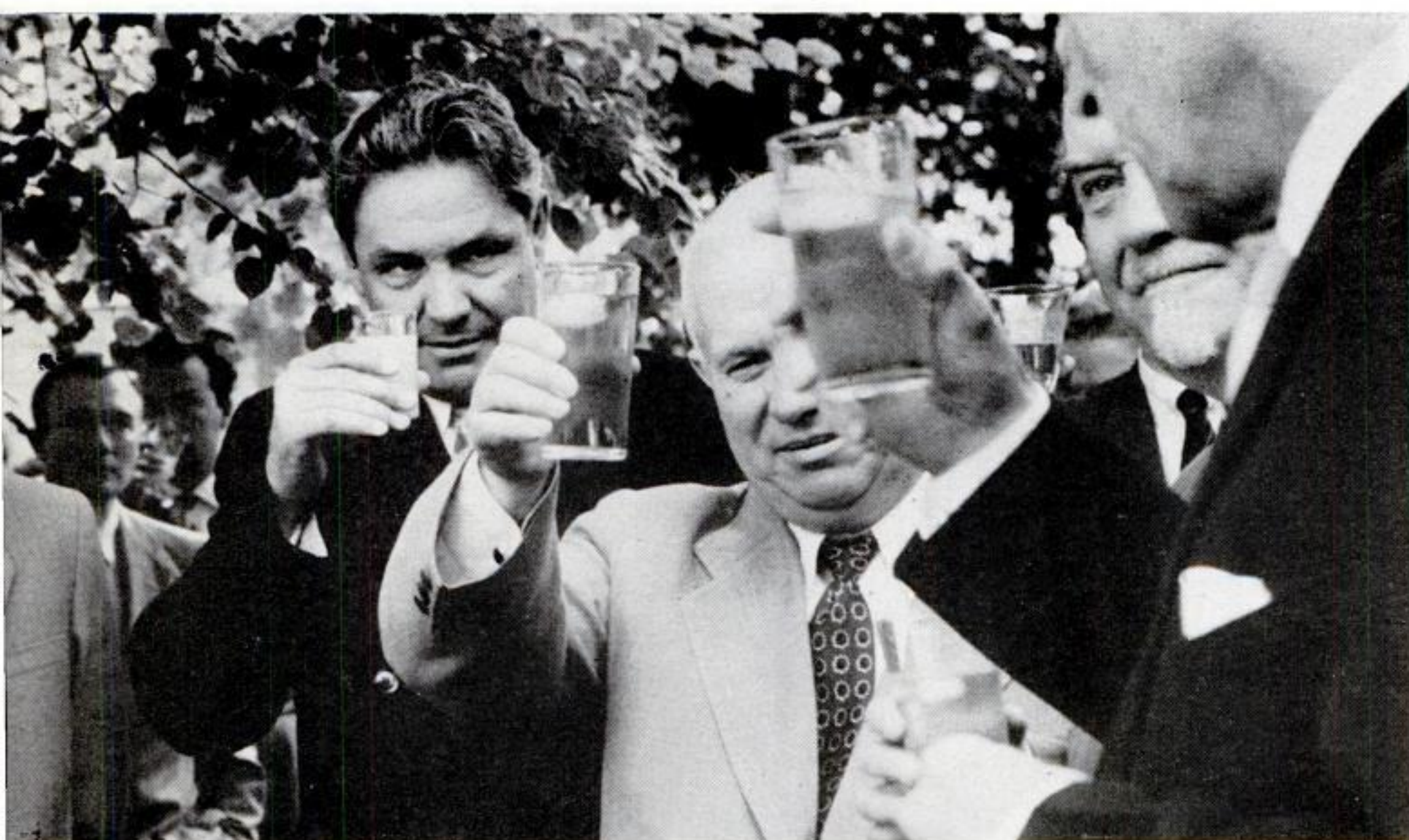
had spent his life trying to wring from Stalin concessions for the people.

Then came in rapid succession Poland, Hungary and much less publicized but astonishingly open widespread manifestations of discontent and disaffection inside the Soviet Union itself. The Hungarian massacre last autumn was a panic action. The consequences of Khrushchev's de-Stalinization had got violently out of hand, and from Moscow's point of view, terrifyingly so. The Russians struck blindly, hitting first and asking questions afterward. We do not know if Khrushchev resisted the shameful attack on Hungary, or if he too panicked. He may simply have bowed to the storm. What we do know is that during the winter months the ebullient, garrulous, blunderingly dynamic First Secretary of the Communist party kept very quiet. There were many signs that Malenkov, for so long waiting quietly in the background, was making common cause with the Molotov-Kaganovich old guard and preparing to move up. Early this year there was a most striking and Malenkov-like

reconstruction of the planning apparatus, the establishment of an extremely high-powered National Economic Council, staffed with managerial bureaucrats known to favor Malenkov. Molotov himself had taken over the Ministry of State Control—a post which gave him the most intimate access to every aspect of the Soviet economy.

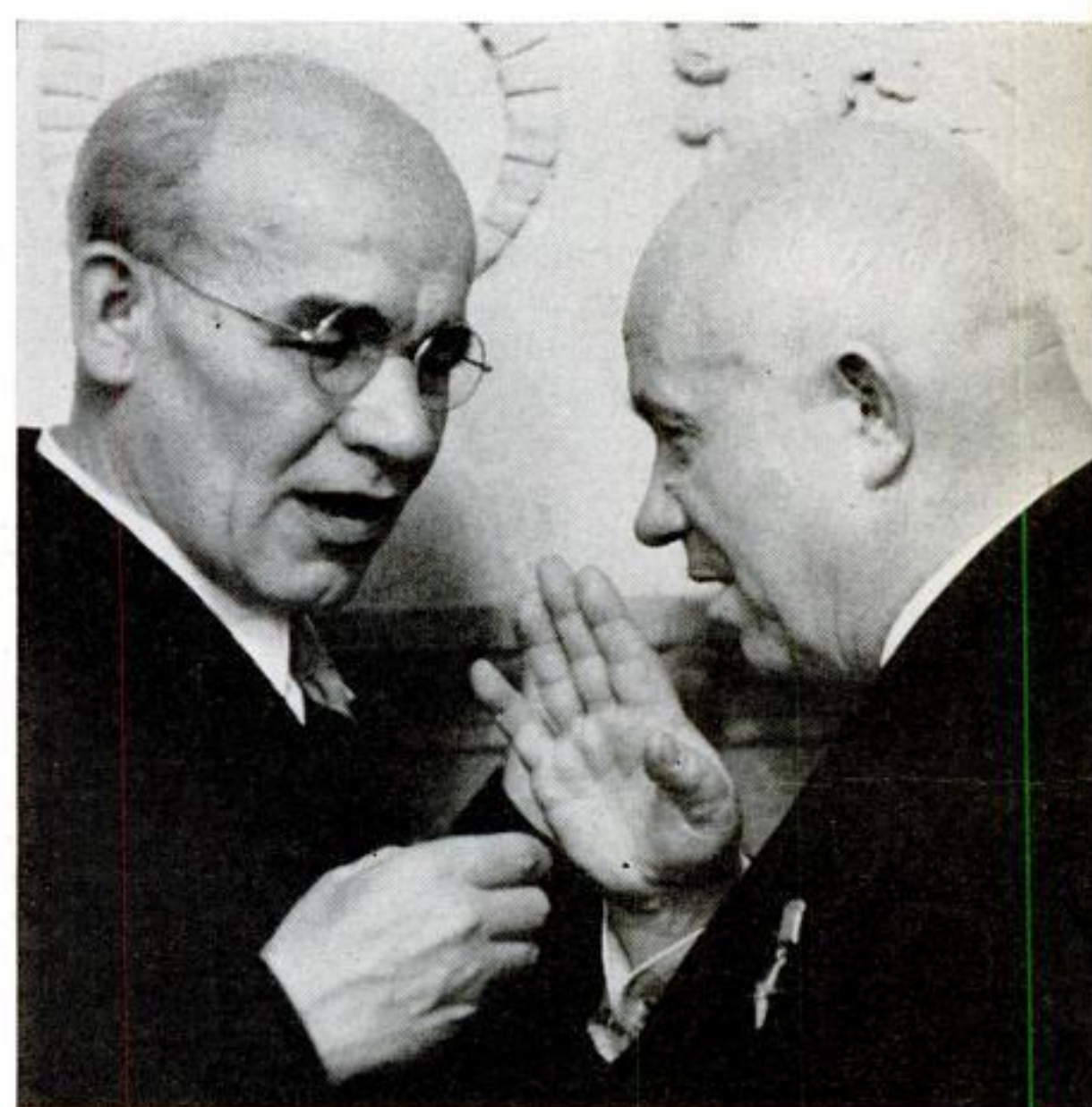
Suddenly there was a change. In March of this year Khrushchev became extremely active, stumping the country and talking to innumerable meetings, large and small, like the little father of all the Russians. Quite clearly he was feeling more sure of himself. Then, out of the blue, came his "theses," a fabulous and totally disrupting plan to reorganize Soviet industry from top to bottom. This involved an all-out onslaught on the vast bureaucratic machine built up by Stalin and favored by Malenkov and leading government technocrats and industrial administrators. It called for the wholesale abolition of the great industrial ministries, representing the strongest vested interest in the country and the most deeply

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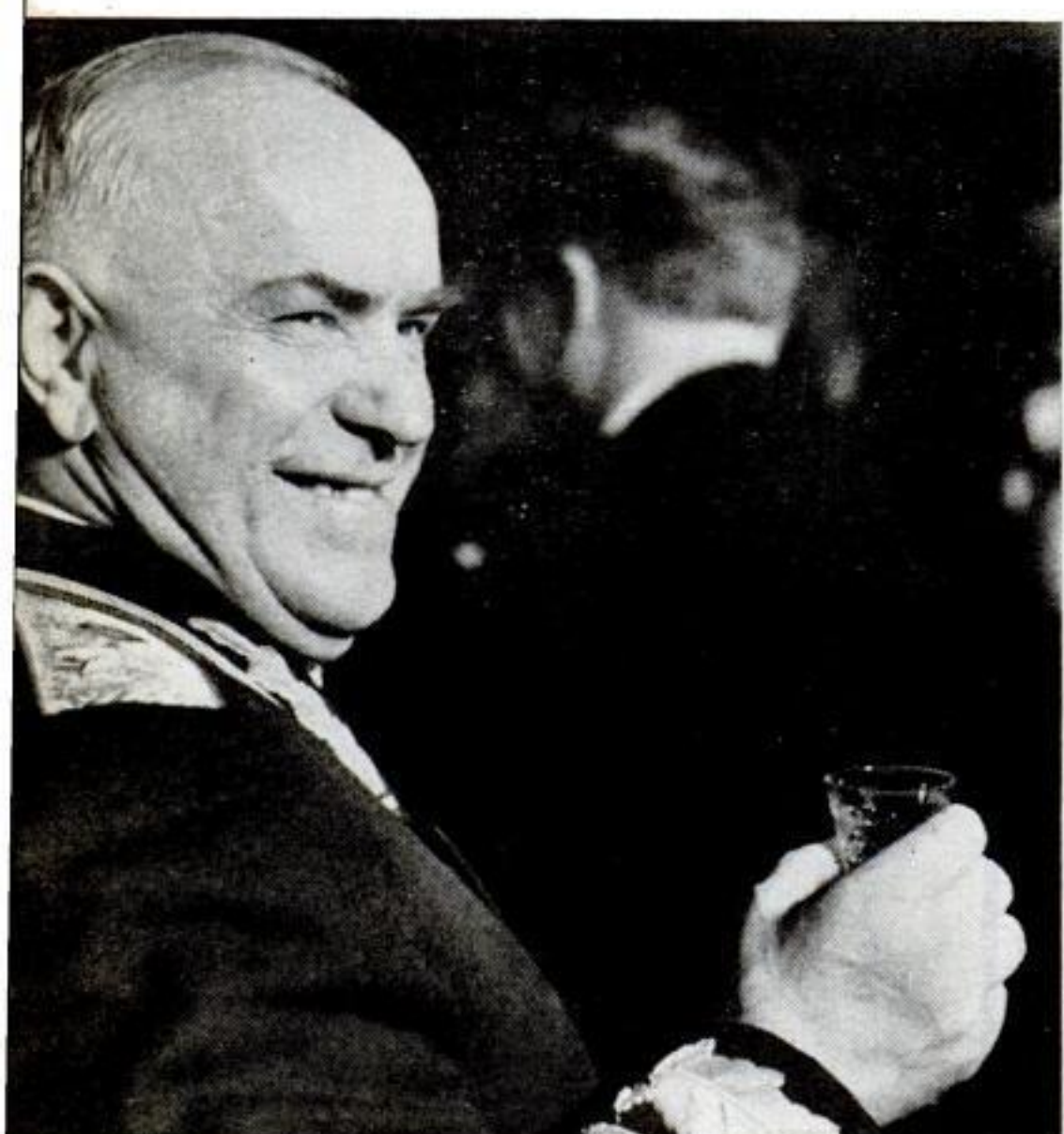


the left are Malenkov, then already demoted to minister of power stations; Molotov, then a first deputy premier; Mikhail Pervukhin, then also a first deputy premier; Dmitri Shepilov, who had just been

appointed foreign minister—all four of them now set down. Next stands the victor, Khrushchev, and Premier Bulganin. Arm and face at far right are those of the host, then Ambassador Charles Bohlen.



MAKING CONCESSIONS after Polish revolt last fall, Khrushchev acted more as though he were lecturing to Poland's Wladyslaw Gomulka. Pair met for talks from which Poles wrung more independence.



KEY SUPPORTER. Defense Chief Zhukov backed Khrushchev with army, was raised to Presidium.

DISCIPLE OF EXPEDIENCY CONTINUED

entrenched. Men who had the status of dictators of vast enterprises, living like princes in Moscow, were uprooted, along with thousands of lesser bosses, and scattered far and wide. This was bitterly resisted—not only by many of the managers themselves, but also by Malenkov and some of the men who have by now been purged with him. Even at the time it was notable that not one of his colleagues came out in Khrushchev's enthusiastic support. It is as certain as anything can be that it was during the struggle to get his theses accepted that Khrushchev won his victory.

Since then he has been on top again. His return to his old arrogance, his old position of dominance, was signaled by a great speaking tour during which, while others were still debating the industrial plan, he spent all his time talking like a Dutch uncle to agriculturalists in the major centers of the Soviet Union, leaving them in no doubt that he, Khrushchev, was once more the little father.

What produced this change? Above all two things: the mood of the Russian people and the influence of Mao Tse-tung.

The mood of the Russian people is dangerous. Ever since Stalin died, the Soviet leadership has had to take it into account. It has also had to give ground. It has looked time and time again as though the party retreat, inaugurated by Malenkov's first concessions in 1953 and accelerated wildly by Khrushchev's 1956 speech, had been checked and the iron hand reimposed. But this was an illusion.

Stalin was able to rule by the force of his own stupendous personality and through the apparatus of the security police under Lavrenti Beria. Neither Khrushchev nor Malenkov, nor anybody else visible in Russia, is another Stalin. Beria was the only man with physical force behind him and he was liquidated before he used the quasi-military formations of the MVD against his colleagues.

Against Beria the other members of the Stalinist succession were united, but when they killed Beria they also killed the security police

as a power in the land. They had to govern by getting the people on their side. To do this they had to make concessions—and once you start making concessions it is not easy to stop. The old guard has been trying to stop them. But Khrushchev saw his only salvation (and perhaps the only salvation for Russia) in constant movement. This constant shifting about, this constant adaptation, has brought him and his close supporters to move so far and so wide that the dogma of Marxist-Leninism, so-called, has been all but overlaid. Khrushchev has been driven to behave like any politician in any country, maneuvering from expediency to expediency to keep his end up.

The most striking aspect of the central committee resolution announcing last week's purge is that it is entirely free from the usual ideological jargon. Khrushchev's opponents are attacked not for deviating from the party line (though they are called anti-party), not for this or that heresy against the true faith, as invariably was the case in past upheavals, but quite simply for opposing certain practical policies. Molotov, Malenkov & Co. were against reorganization of industry. They were against the Austrian treaty. They were against reaching an accommodation with Japan. They were against the efforts of the party to secure world peace. The indictment reads not at all like any indictment in any previous inner-party quarrel, but somewhat like an election address in a Western country. It is something quite new.

The big question is whether Khrushchev knows how new it is and is deliberately moving away from Bolshevism—while still using the party as an apparatus of power, and still using the name of Lenin as a talisman. Or has he *not* realized what he is doing; is he simply

being carried away? Molotov and Kaganovich certainly saw what he is doing and have bitterly resisted it. They have lost—because Khrushchev was able to persuade a majority that his policy of constant movement is the only one to save authority from the flood.

And then there is China. Whether Khrushchev believes any longer in Marxist-Leninism or not (his loud affirmations of faith do not necessarily mean anything), he still needs it. The Communist idea is the only possible unifying idea to hold, in some form or other, the Soviet, China and East Europe together. Mao Tse-tung realizes this as acutely as anyone. Gomulka and Tito both set great store by him—Gomulka is in constant touch directly with Chou En-lai. Much evidence goes to show that the Chinese Communists feel that Khrushchev with his blundering adaptability is the only man to stem the tide of resentment and at the same time save the appearance of Communist authority. With Mao Tse-tung about to visit Europe this month the timing of the great upheaval becomes understandable.

What we are faced with is the reunification of the Communist bloc, more flexible, less predictable than ever before—using the Leninist dogma as a banner to attract the illiterate, but moving ever farther away from true Communism with its inherent action and aggressive expansionism. What we are faced with is a return to politics of expediency in the international field. Khrushchev's victory may not be final; the struggle for power goes on. But unless the Stalinists can make a highly improbable comeback—the army is supporting Khrushchev—last week's development is likely to last for a while. The chief danger to the world is that Khrushchev is a blunderer.



THE SMUG BOSS, wearing grin and medal, now also wears Russia's mantle of unchallenged power.

"To make the best, begin with the best—then cook with extra care."



Not just the hambone, but the whole ham

Lavish, perhaps, but it assures you an extra helping of flavor

We hope you take a good look at the ham our butcher is about to cut up for soup. It's a pretty good example of what we do to give our chefs the very best to work with.

Most cookbooks say that you can add ham flavor to certain soups simply by using the hambone alone. But Campbell chefs have found that you add an *extra* something when you put the meat in, too.

So our butchers dice up the *entire* ham for Campbell's Frozen Pea with Ham Soup. Not just the shank and butt ends but even the center part you'd pay up to \$1.25 a pound for.

Good enough for Sunday dinner

Campbell picks out the same kind of hams you would if you were shopping for company. These choice ones are smoked and cured specially for Campbell's. When the hams reach our

kitchens, skilled butchers take over. They trim and cut each one by hand so you get all the goodness of the fine, flavorful meat.

Whether it's ham, beef, or bacon, all meat gets special treatment at Campbell's. In selecting and preparing each cut our aim is to help our chefs "begin with the best."

Campbell's golden rule

Some folks are mildly surprised at our fussy way with meat. But you'll understand the reason whenever you taste any of our "with meat" products—Campbell's Pork & Beans, Franco-American Spaghetti with Meatballs, Swanson Frozen Meat Pies and TV Dinners, to mention only a few.

It just goes to prove our saying: "To make the best, begin with the best—then cook with extra care."



*"We blend the best with careful pains
In skillful combination,
And every single one contains,
Our business reputation."*

Campbell's



Red, white and cool!

Red are the roses that stand for the finest of all whiskies—and for the bright, chilling goodness of this summertime favorite—the Four Roses highball. Smoothest! Coolingest!

White are the roses that introduce, for the first summer, Four Roses Gin. Who but Four Roses

could bring you such perfection in a Tom Collins—or give a gin and tonic such rare distinction. Makes the perfect martini, too!

Cool is for your favorite drinks, tall or short, gin or whiskey. Summertime refreshers are always at their flavorful best with Four Roses.

summertime is **FOUR ROSES** time

Yes, now... the world's finest gin!





SLOWLY RECEDING WATERS THAT INUNDATED THE LOUISIANA COAST REVEAL ONE OF HURRICANE AUDREY'S HUMAN VICTIMS, FOUND IN FIELD NEAR CAMERON

HURRICANE AUDREY'S TERRIBLE AFTERMATH

A drowned and desolate land yields up its toll of 500 dead from the worst storm in Louisiana's history

The gently shimmering waters that withdrew placidly from the Louisiana lowlands all last week everywhere yielded up stark evidence of their former fury, and a stricken state confronted the aftermath of Hurricane Audrey (LIFE, July 8), the worst storm to strike the Louisiana coast in a century. The three hardest hit communities, Cameron, Creole and Grand Chenier, were virtually destroyed. Bloated bodies of dead cattle littered pasture lands. Mosquitoes bred in the stagnating waters and deadly water moccasins, driven from their bayou homes, slithered through the debris.

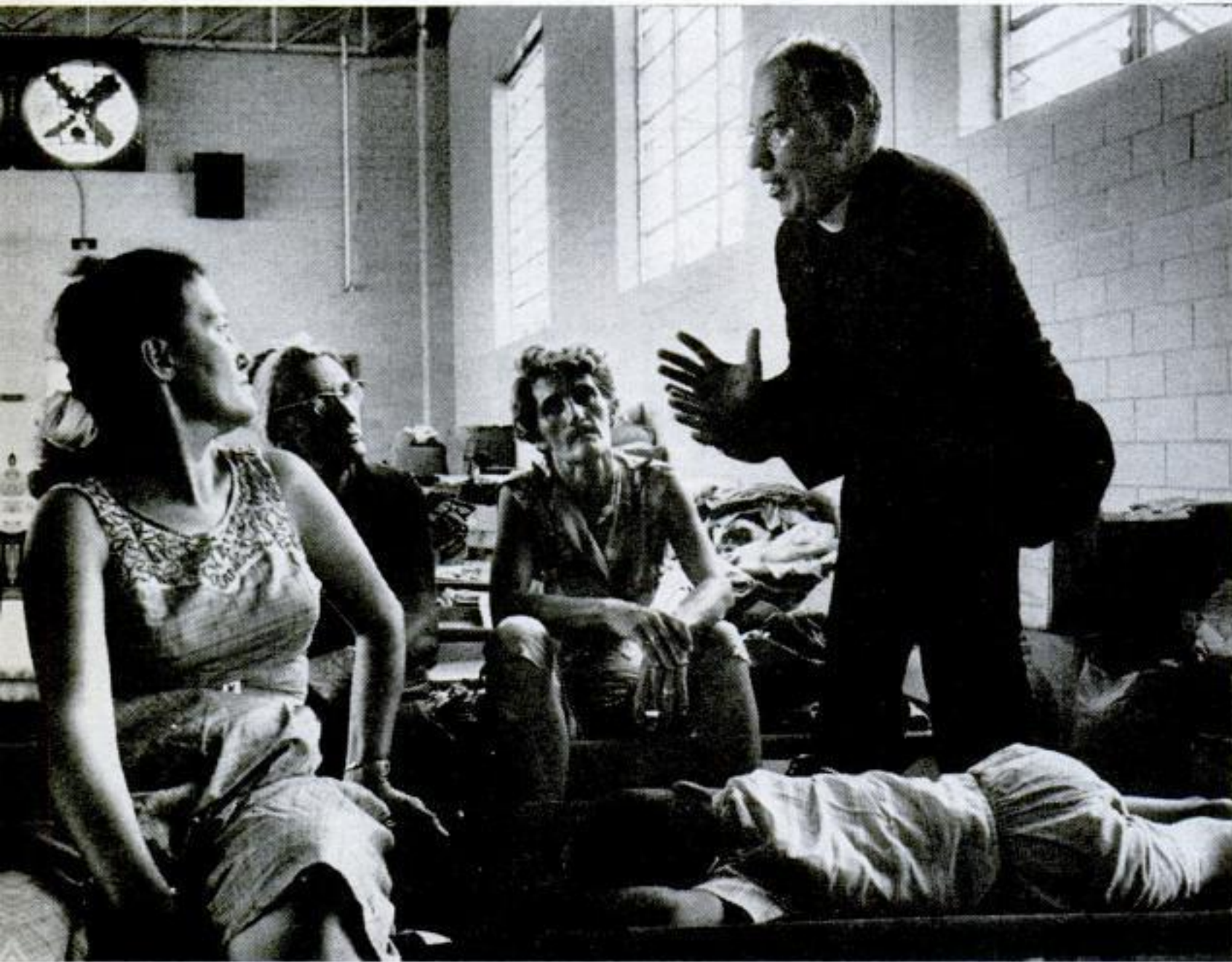
But the effects of a well-organized rescue operation were being felt. Coast Guard ships nosed through the canals and offshore waters to gather stranded victims from shattered rooftops, trees and patches of high land.

Helicopters picked up those the ships could not reach. Bulldozers and cranes cleared the littered roads for medical and Red Cross teams. But rescue proved perilous to the rescuers themselves. Traveling cross-country at 25 mph in a National Guard "duck," two guardsmen and LIFE Photographer Paul Schutzer were struck by a low-hanging wire. Schutzer, the most seriously injured, was carried to a hospital where a quick-thinking surgeon saved his life with but minutes to spare.

As the living were brought out, so were the dead, and it appeared that the toll would reach 500. Survivors, few of whom had escaped a family loss, comforted one another numbly. Summing up Hurricane Audrey, a 63-year-old fisherman said, "It was hell, just hell, from start to finish."



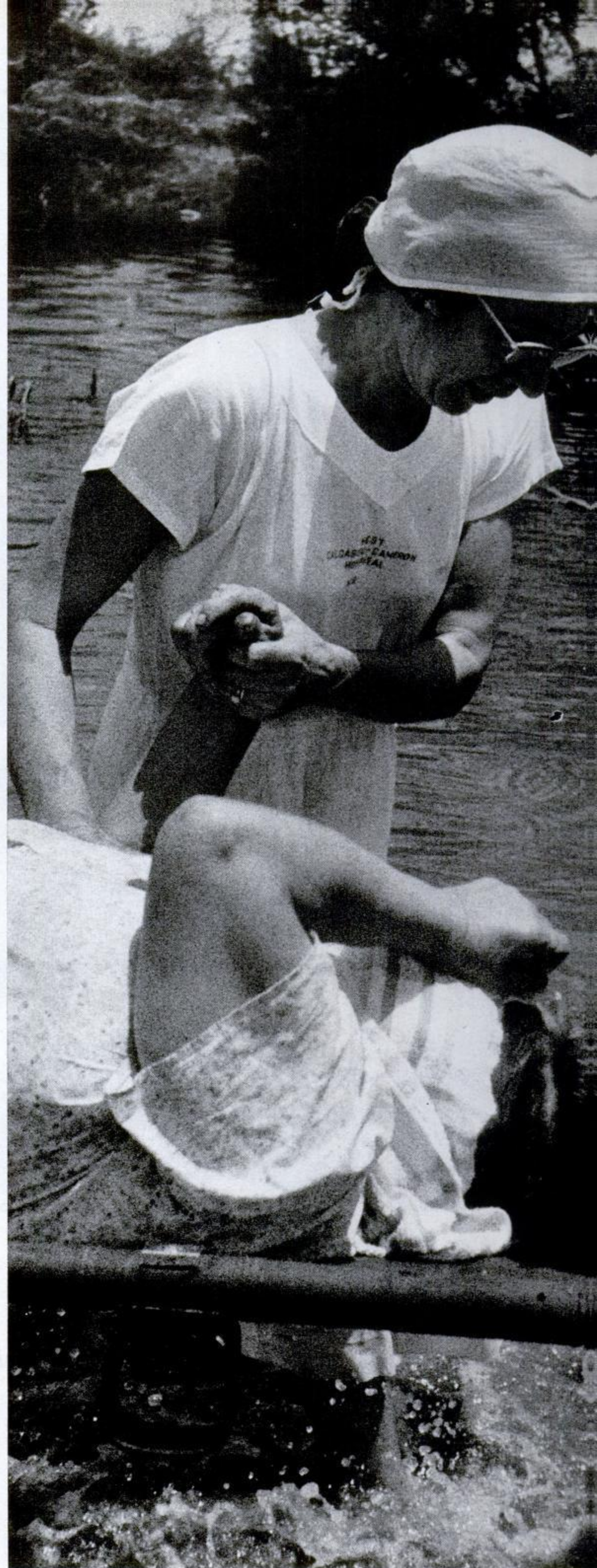
SEEKING THEIR DEAD, Louisiana families look for missing relatives among bodies in a Lake Charles dock shed which had been refrigerated by blocks of ice.



EXHORTING THE LIVING, Father Alvarez L. Gilbert, who saved 50 people by herding them into his church, urges survivors to build sturdy refuge structures.



WAKING HIS BROTHER in a refugee shelter, Donald Benoit, aged 3, shakes 8-year-old Floyd. Boys were saved by helicopter but parents were still missing.

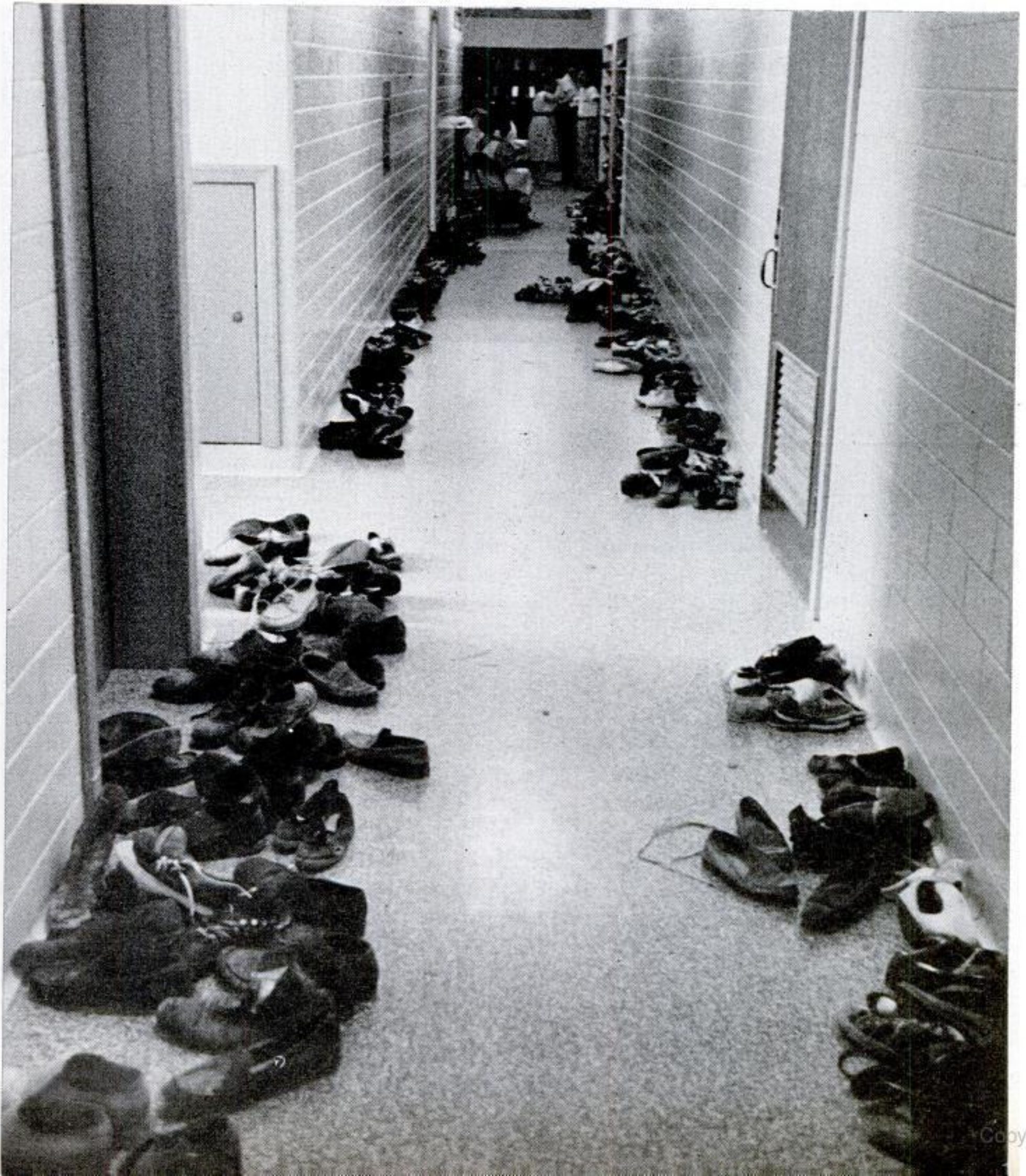


A NURSE'S COMFORT is given a hurricane victim by Mrs. Jack Waldron who sloshes through receding flood waters alongside a woman suffering from shock.



A COMMON GRAVE for unidentified dead stands open at Combre Cemetery, Lake Charles. Many were

transient seamen who were working on fishing boats temporarily and had no relatives to identify them.



SHOES FOR SURVIVORS, donated by townspeople, line a corridor at Lake Charles High School. →

INFLATION: 'COST-PUSH' DEALS

The consumer price index has gone up for 14 of the last 15 months and is at another all-time high. Instead of the stable price level of 1952-56, or the 2% annual creep that some economists think is O.K., prices have risen nearly 4% in the past year. Small wonder that half of Washington is deep in study of our inflation and trying to find a villain.

U.S. Steel looked pretty villainous last fortnight when it boosted its prices \$6 a ton. But its boost was occasioned by a contractual wage increase and was smaller than the rest of the industry thought necessary. Wages in general also look pretty villainous. A recent BLS study showed they have risen by 61% in the past decade against an increase of only 26% in productivity. Another possible villain is prosperity itself, which is so popular that nobody resists the high prices by going without. Said a Pittsburgh editor last week, "The people who are complaining about high prices are the ones coming out of supermarkets loaded with bottles of cocktail cherries, goldfish in plastic bags, frozen foods, TV dinners, phonograph records—all sorts of things you really don't have to have so fancy."

Let's hear from two expert witnesses on this subject, the first being Secretary of the Treasury George Humphrey. In days of testimony before the Senate Finance Committee he has made out an excellent case that the Treasury-Federal Reserve tight-money policy, which has been the government's chief weapon against inflation, is working. According to Humphrey, the current rise in consumer prices is not so dangerous as it looks. It is the delayed result of an explosive boom in capital goods and basic materials that began in 1955 but has now run its course. That boom caused real shortages and wild wholesale price increases. But the tight-money policy, and the high cost of bank loans, gradually persuaded enough businessmen to moderate their expansion plans and reduce their inventories. Wholesale prices (the steel boost being an exception) have been stable all this year. Retail prices are still rising because of their chronic lag, but Humphrey hopes "the natural correction is just beginning to emerge."

Our second witness is Dr. E. G. Nourse, who was the first chairman of the Council of Economic Advisers under Truman. In a recent speech he said we should all "stop passing the buck" to the government, since "the real source of inflation" is in the market place where wages and prices are set. He particularly criticized four "tricky gadgets on the engine

of inflation" to which labor and management have agreed:

- ▶ The "two-phase escalator clause" which raises wages automatically with either productivity or the cost of living.
- ▶ The trend to corporate self-financing, which leads to bigger price increases than would be justified if the company sought its new capital in the money market instead of in its own reserves and profits.
- ▶ The exemption of unions from antitrust action.
- ▶ The union technique of hitting the richest industries to set high wage standards and then using them as "a lever throughout the labor market."

Dr. Nourse's inflation is thus what economists are calling the "cost-push" type (as distinguished from the "demand-pull" type of 1945-52, caused by the shortage of almost everything but money). A "cost-push" inflation can be stopped only by pushing the costs down again. This used to be done by competition and free markets, including free labor markets. The four gimmicks singled out by Dr. Nourse are departures from this free market. They therefore deserve sharp public scrutiny instead of the complacent acceptance they enjoy.

How far we are from such a scrutiny was inadvertently revealed by the President himself the other day. He was exhorting labor and management to be "statesmanlike": management not to raise prices except when "absolutely necessary . . . to get the kind of money they need for the expansion demanded in this country"; and labor to govern its wage demands by productivity except "when there are demonstrable injustices existing in particular areas." These kindly loopholes seem to countenance two of Dr. Nourse's gimmicks, the self-financing of corporations and the spread of high wages into industries (notably service industries) where they are not earned by increased productivity. In short, the President's definition of "statesmanlike" is not nearly tough enough.

One place the "cost-push" obviously starts is in those highly organized industries—steel, oil and autos, for example—where wages go up fastest and farthest because it's so easy to pass the increase along to the public. Although labor always publicly deplores the inevitable price increase, the actual effect is that of a labor-management deal against the consumer. If the Sherman Antitrust Act is not technically applicable, its spirit is certainly offended by these deals. For that reason alone the American public can be expected to find some way to defend itself against them.

ANTITRUST: GERMANY SHOWS THE WAY

On July 4 the West German Bundestag passed a law which might conceivably make that date memorable in European history, too. It is an anticartel—or antitrust—law. It is not an ideal law, but at least it establishes the presumption, hitherto alien to industrial Europe, that competition is good and monopolies are bad. Its passage raises the realistic hope that German capitalism, reborn and reformed since the war, will continue to set the pace for Europe on a healthily competitive track.

When the modern cartel and trust movement got going in the late 19th Century, American and European capitalism began drifting apart. We passed the Sherman Antitrust Act; they left their monopolistic cartels alone or even encouraged them. Germany was the archoffender; by 1925 it had over 2,000 cartels which the Nazis simply streamlined into compulsory instruments of totalitarian control. This system was broken up by the Allied occupation authorities and last week's law is the fulfillment of a West German undertaking to maintain the anticartel policy.

But it is a lot more than that. It represents five years of hearings, drafting and redrafting, public dissension and economic experience in Germany during which the chief proponent of the law, Economics Minister Ludwig Erhard, has conveyed his enthusiasm for free competitive markets to a majority of the German people. It is a victory and vindication of his strong free-enterprise views.

About the law itself it is easy to be cynical. It contains compromises and loopholes by which the wrong administrator could turn it into a dead letter, as has happened with similar laws in almost every country except ours. But under Erhard the law will have a very tough friend, and a real chance of success. Moreover, as Erhard said last week, "This new spirit of freedom and competition will certainly have its effect beyond the borders of Germany." The European Common Market, which the Bundestag has also just ratified, is designed in the same antimonopoly spirit. European capitalism, led by Ludwig Erhard, is pointing toward a different and sounder future.

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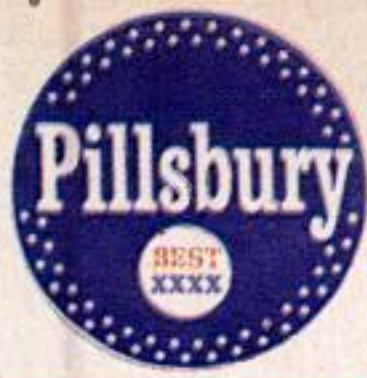
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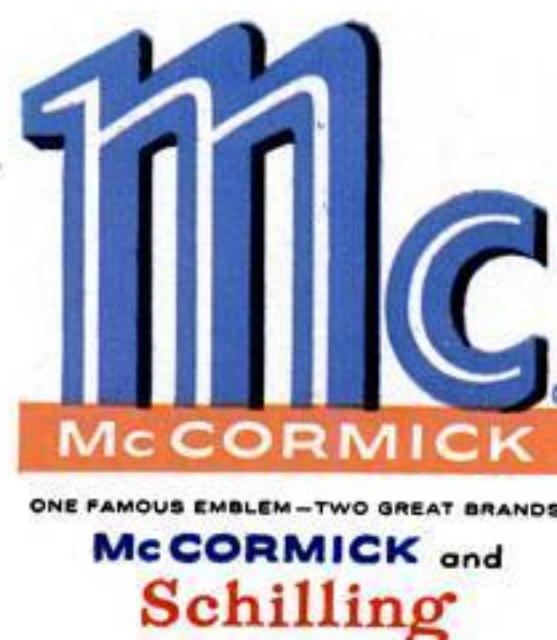


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ALONE IN PARIS ON HIS WAY BACK TO YUGOSLAVIA, DEDIJER BROODS IN THE TUILERIES GARDEN BETWEEN MEETINGS WITH LEADING FRENCH SOCIALISTS

LONELY ODYSSEY OF A COMMUNIST DISSENTER

Speaking out in Europe, Yugoslavia's Dedijer braves Tito's anger again and returns to face the music

Vladimir Dedijer is a tough, stubborn and idealistic Yugoslav who has always courted danger and trouble. As a young Communist revolutionary before World War II, he bravely hid Josip Broz-Tito from the royalist police when the future strong man of Yugoslavia was still a wanted criminal in his own land. During the war he was so badly wounded in battle by the Germans that he still carries a load of shrapnel in his head. In 1952, riding high as a favorite aide of Tito, he helped the marshal to prepare his autobiography (*LIFE*, April 21-May 12, 1952). But he risked his career by siding with Vice Premier Milovan Djilas in criticizing Tito's regime for linking itself too closely with the Russians. He was expelled from the Communist party and blackballed out of jobs (*LIFE*, Feb. 7, 1955). Last December, still defiant, he was thrown briefly into jail for criticizing Russia's actions in the revolt of Hungary.

This spring Dedijer wangled permission to leave Yugoslavia to make a

series of lectures in Sweden on his specialty, international law. Once again he got himself into trouble. He declared that in repressing Polish and Hungarian freedoms the "Soviet imperialism" had "bared itself to the skin" and proved its inability to rule Eastern Europe. Back home, Tito's government, still trying to get along with both Russia and the West, angrily branded Dedijer's remarks as "irresponsible and harmful," and hinted that on his return to Yugoslavia he would suffer the consequences. It refused to permit his wife to join him on a visit to London.

But Dedijer was as undaunted as always. He continued his brave odyssey, addressing a Labor party meeting in London, and then moved on to Paris where he breathed more of the fresh air of freedom before heading for Italy and home. It might have been more prudent to postpone his return. But prudence is not one of "Vlado" Dedijer's virtues, and besides he had promised to bring his youngest son a tricycle (p. 48).



IN SWEDEN Dedijer (left) talks about his series of lectures with Swedish Professor Nils Stjernquist in front of Lund University building near Malmö.



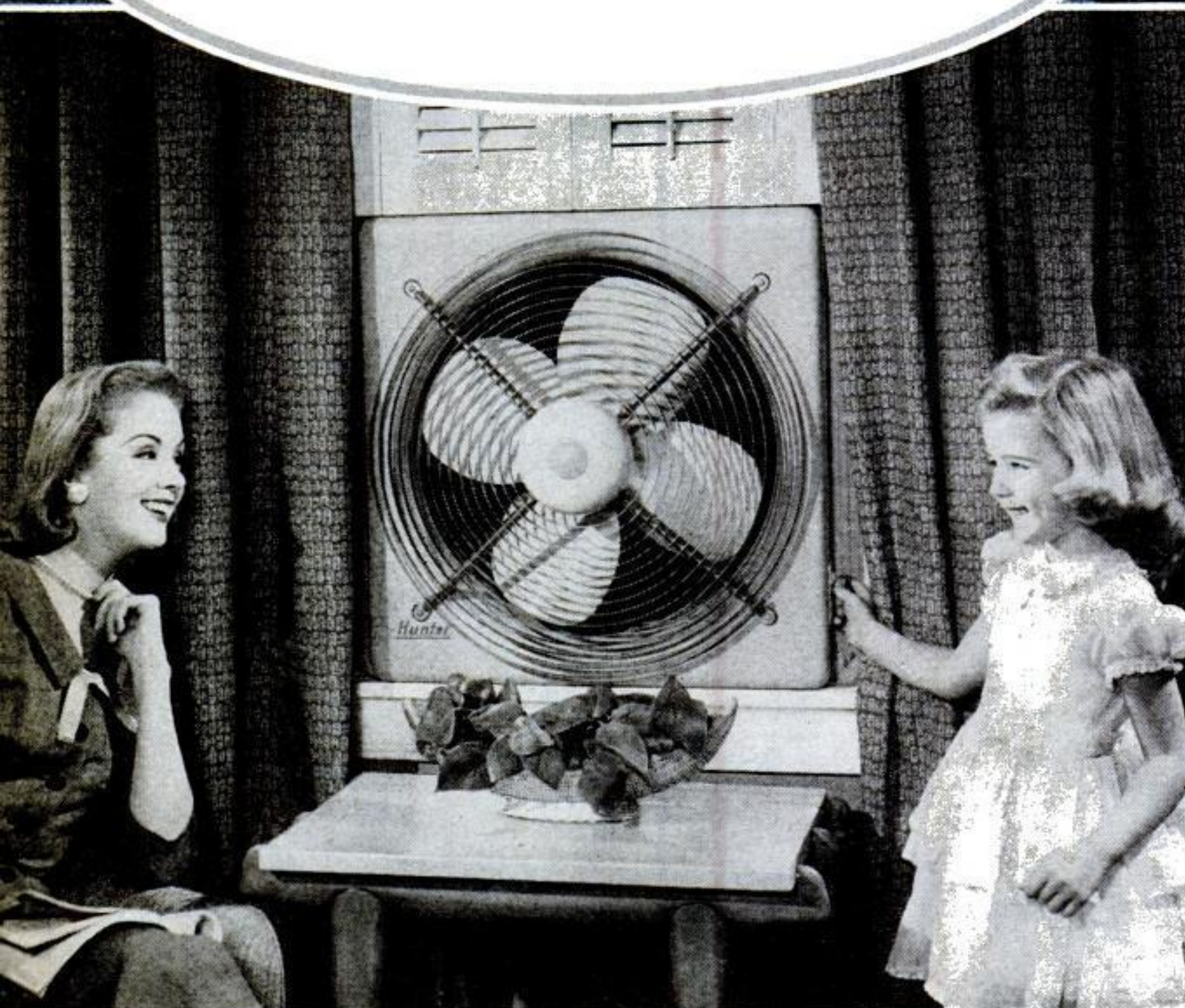
IN DENMARK, where he spoke to students, Dedijer is introduced to Nobel Prize winner Niels Bohr (right) by Swedish Scientist Torsten Gustafsson.



IN PARIS Dedijer has drink with Ignazio Silone, Italian novelist and one-time Communist who broke with the party in 1930 and later joined Socialists.

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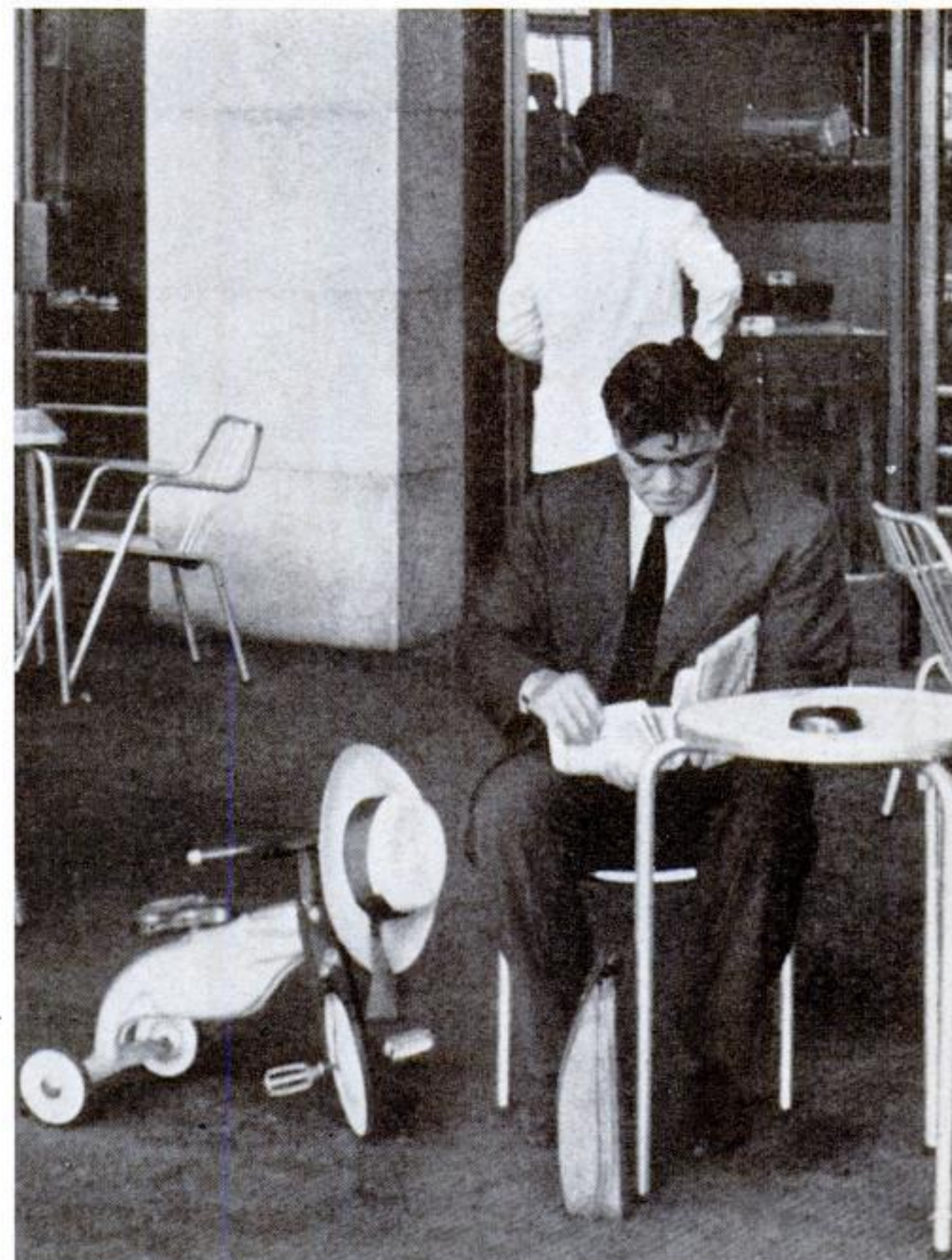
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IN VENICE Dedijer sits with tricycle he bought for his son. "I simply could not have gone home without it," he said. Italian straw hat is for his wife.



AT STATION in Venice, after meetings with Italian Socialists, he waits for arrival of Simplon-Orient Express which will take him home to Yugoslavia.



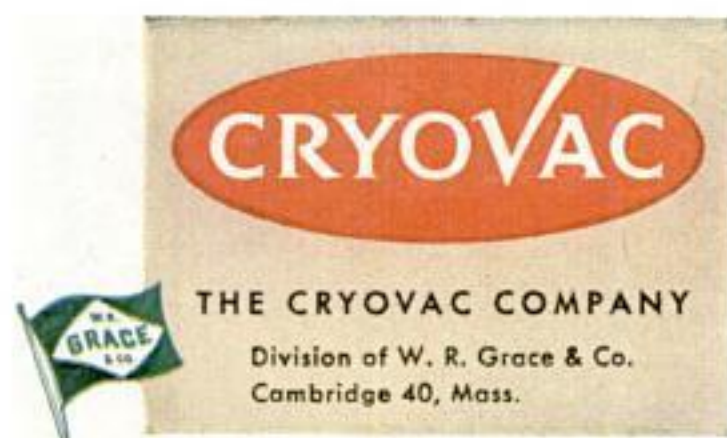
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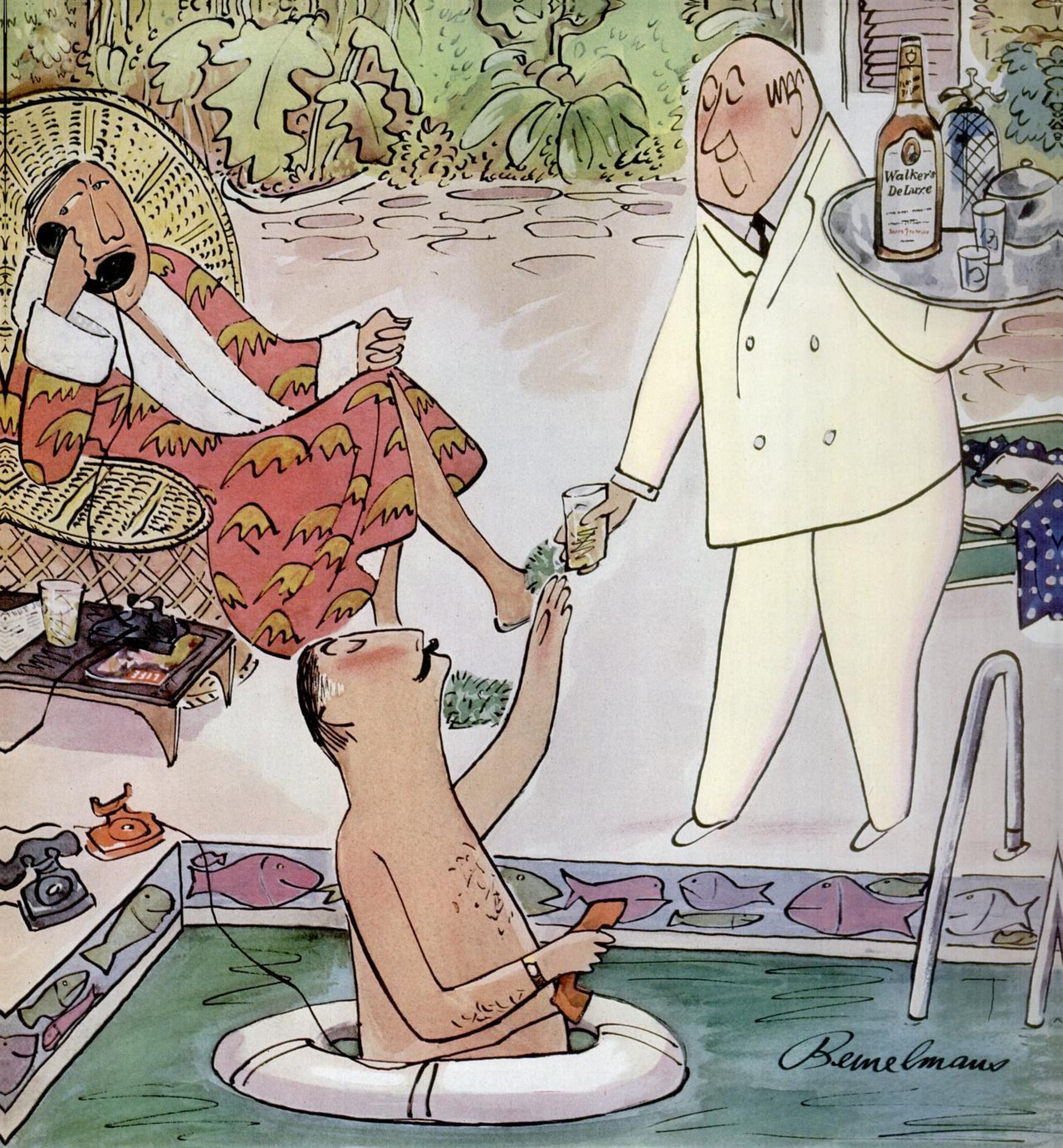
Now enjoy fresh-from-the-smokehouse flavor in your favorite kind of luncheon meat or sausage — thanks to a protective vacuum package called CRYOVAC. The airtight, moisture-proof "second skin" of CRYOVAC seals *out* harmful air . . . seals *in* flavor and tenderness. That's why meats packed in CRYOVAC come to you far fresher.

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HEADING HOME, Dedijer watches Italian countryside go past. Learning of his government's anger over his speeches, he said, "My conscience is clear."



AT LAST STOP before reaching Yugoslav border, 5 miles away, Dedijer leans from window as train halts for customs inspection in suburb of Trieste.



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policies in large type
that's easy to read and
in plain language*

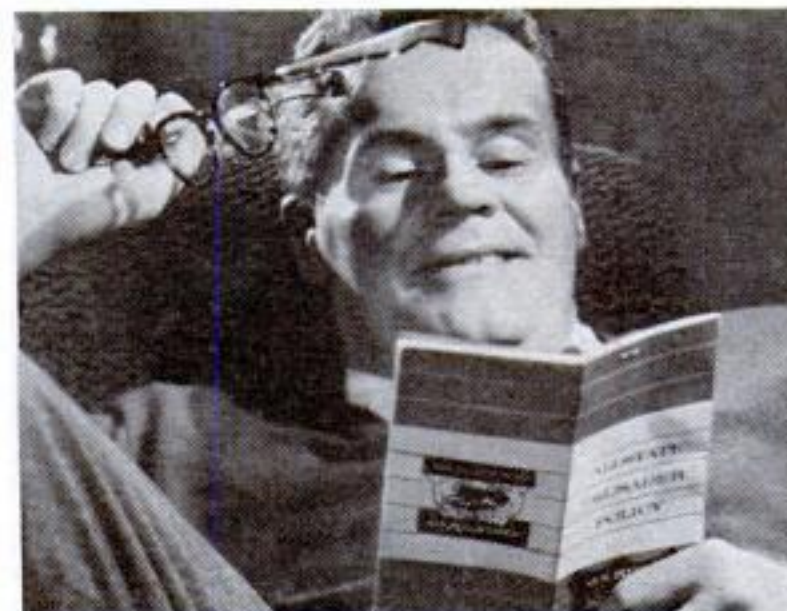
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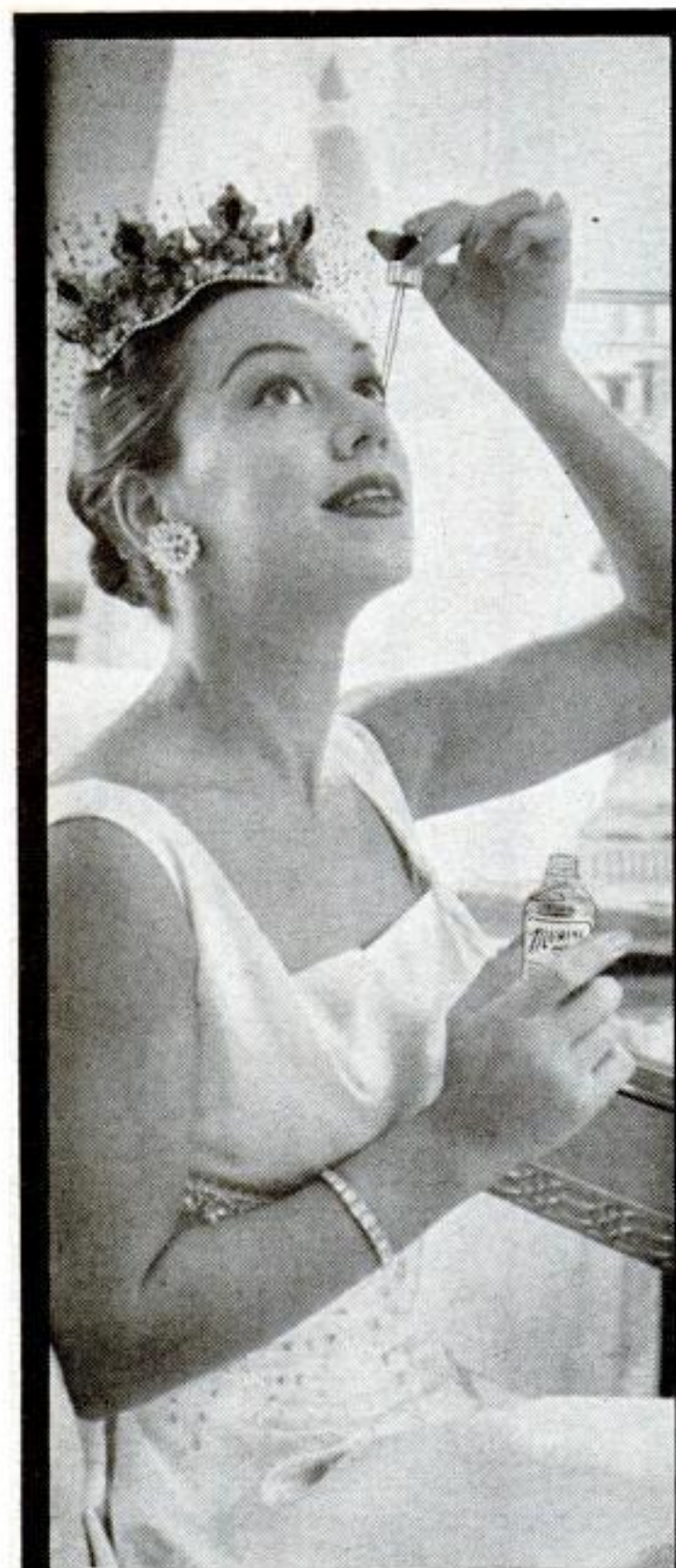


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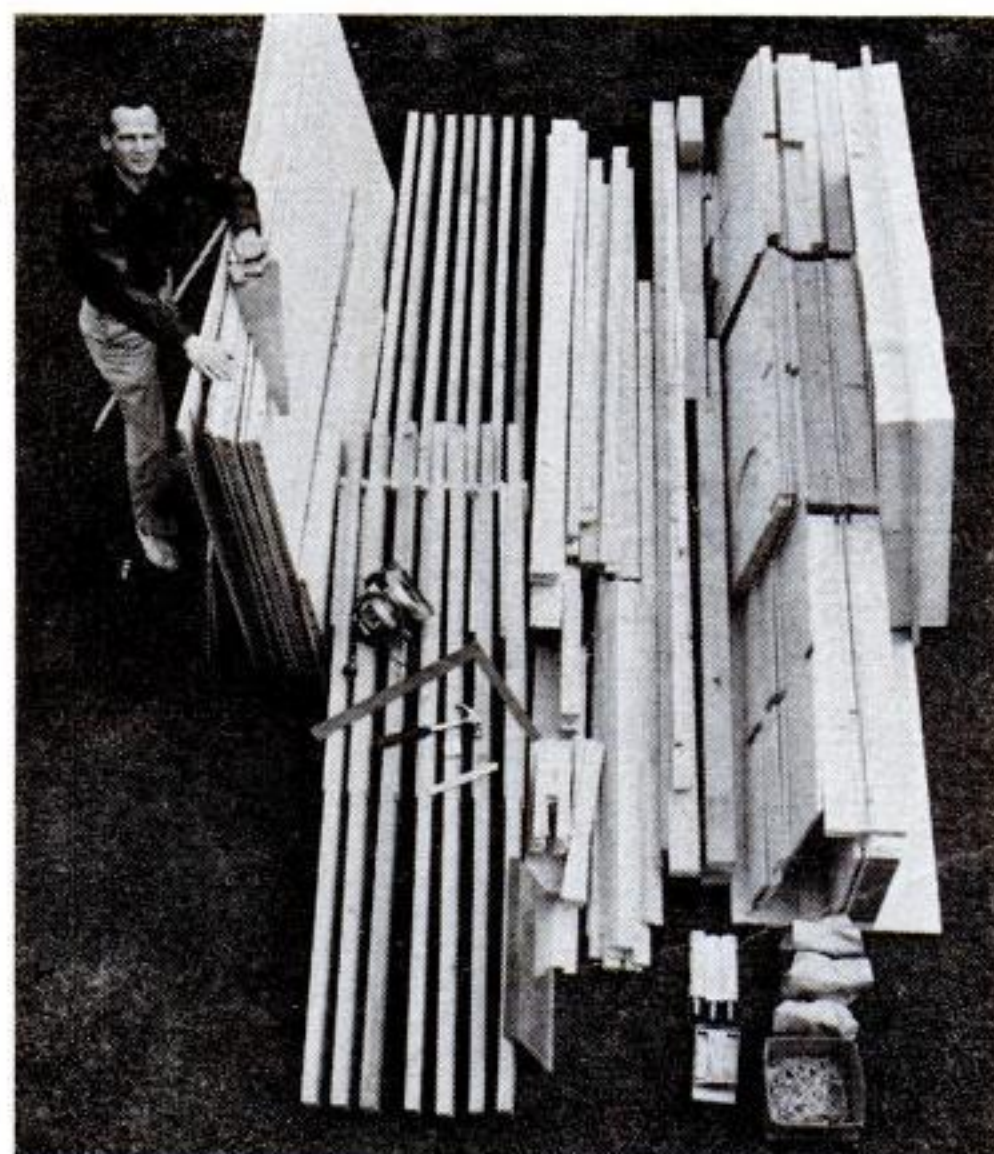
HOUSE HAS DOORS ON THREE SIDES GIVING EASY ACCESS. SHELVES IN DOORS PROVIDE STORAGE FOR SMALL ITEMS

SPACE WITH GRACE

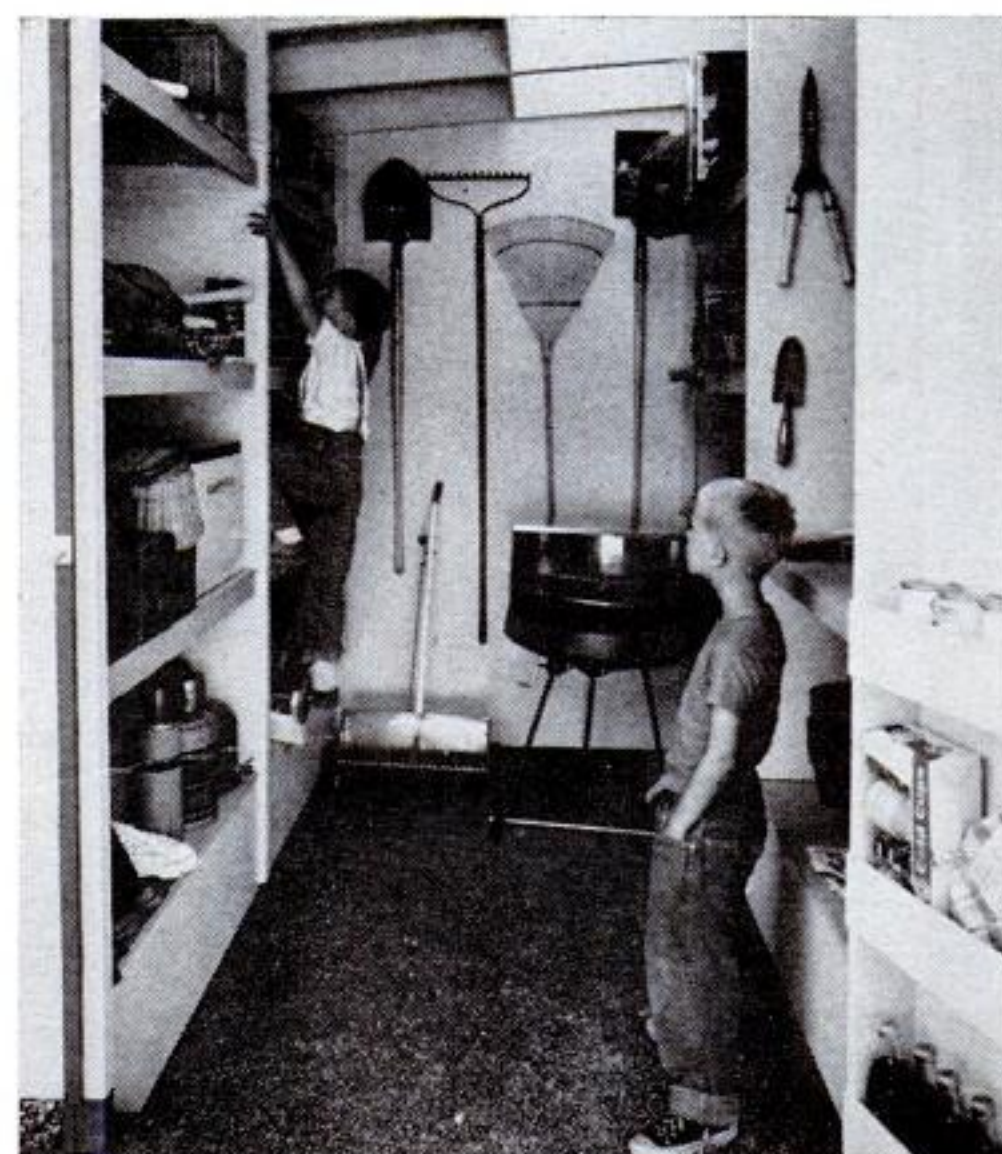
A 12-by-8 storage shed can be built by amateur for \$325

The storage shed in most U.S. homes does a useful job of getting tools out of the basement or garage but usually it looks terrible. To provide needed space without sacrificing grace, Architect Robert Anshen of San Francisco designed this handy but handsome two-room structure. It is 12 x 8 feet and an amateur carpenter with a power saw can put it up in three or four days at a cost, including paint, of \$325. It would be twice that using professional help.

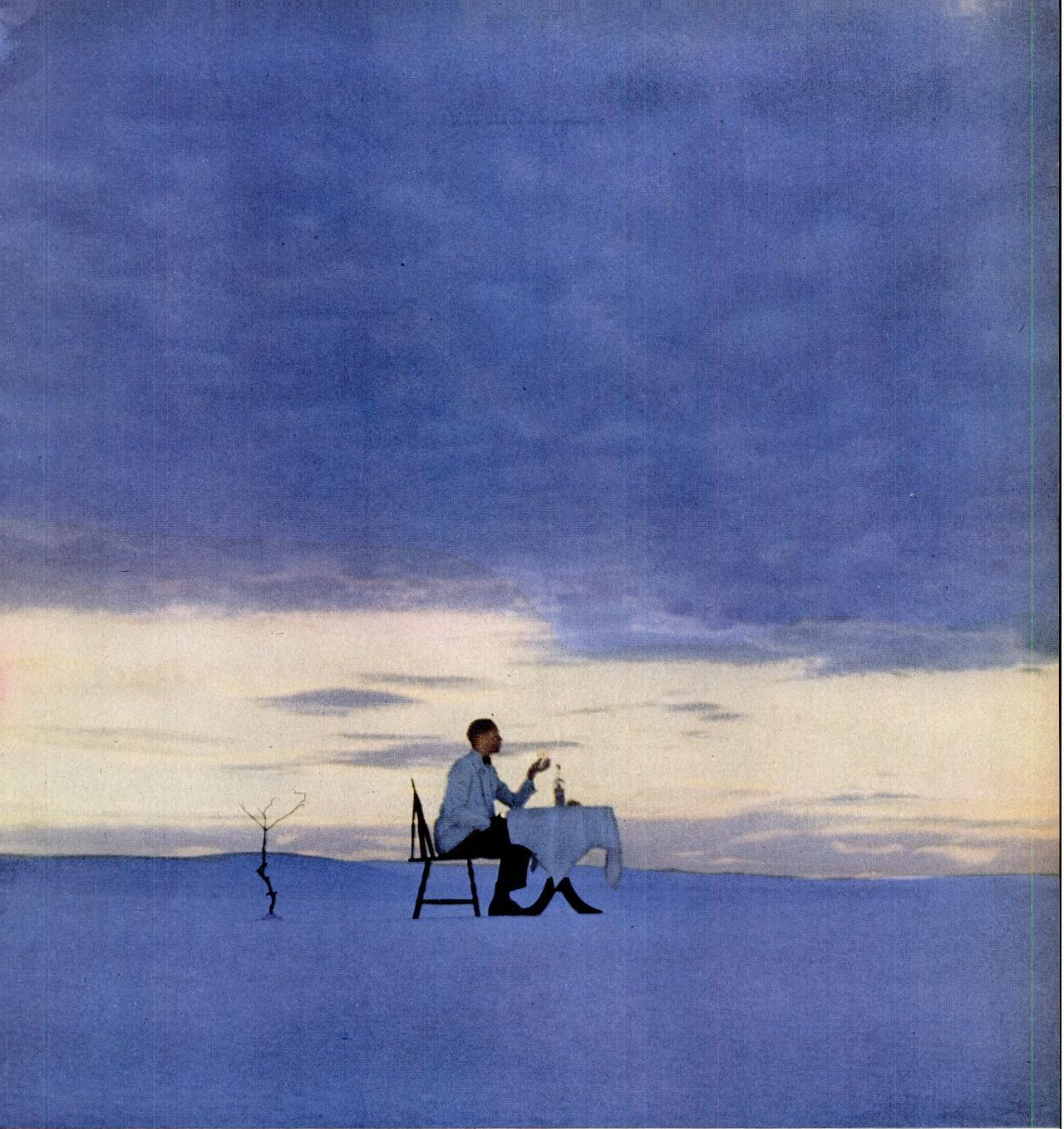
The plan was laid out to use standard plywood panels with almost no waste scraps left over. Light comes through a window strip between upper and lower roofs, which may be glassed in if desired. Despite roof slant, frame and roof timbers all have square ends to reduce labor. Construction can be speeded and cost raised only slightly by having materials cut at the lumber yard. Plans are free from Douglas Fir Plywood Association, Tacoma, Wash.



BUILDING MATERIALS are plywood sheets, 2 x 4 framing and 2 x 6 beams. Cement poured in cans makes pilings.



INTERIOR OF LARGE ROOM has shelves (left), tool hanging space (far end) and gardening compartment (right).



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Discovery!

Feminine Fabric

sheerest luxury perfected protection

make New Modess your own discovery this month

Modess *because*

Look who's making cream puffs—YOU! with new Betty Crocker Cream Puff Mix!

IT'S AS EASY AS THIS!



1 Crumble into bowl. (Convenient 2-stick pack lets you bake half a batch for small get-togethers.)



2 Blend in boiling water, then fresh eggs. (So easy! You use just one bowl—and there's no pre-cooking!)



3 Spoon out batter; slip in oven. (You don't even grease the baking sheet!)



Sweet puffs! Meat puffs! Pick-up-and-eat puffs!

"Crispy-tender, golden-rich — your cream puffs will be fabulous and foolproof. Fabulously economical, too. You can make 12 large puffs for as little as 4¢ each or 16 éclairs or a whole party tray of bite-size puffs. For dessert, fill puffs with ice cream

or whipped cream, custard or pudding, or fruit. Dream up a thrifty new main course — large puffs filled with creamed chicken or tuna. Try filling tiny puffs with ham spread or cheese. You'll have all kinds of fun! And, of course, you know . . .

"Puff after puff, they'll come out perfect — I guarantee it!" *Betty Crocker*



PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.



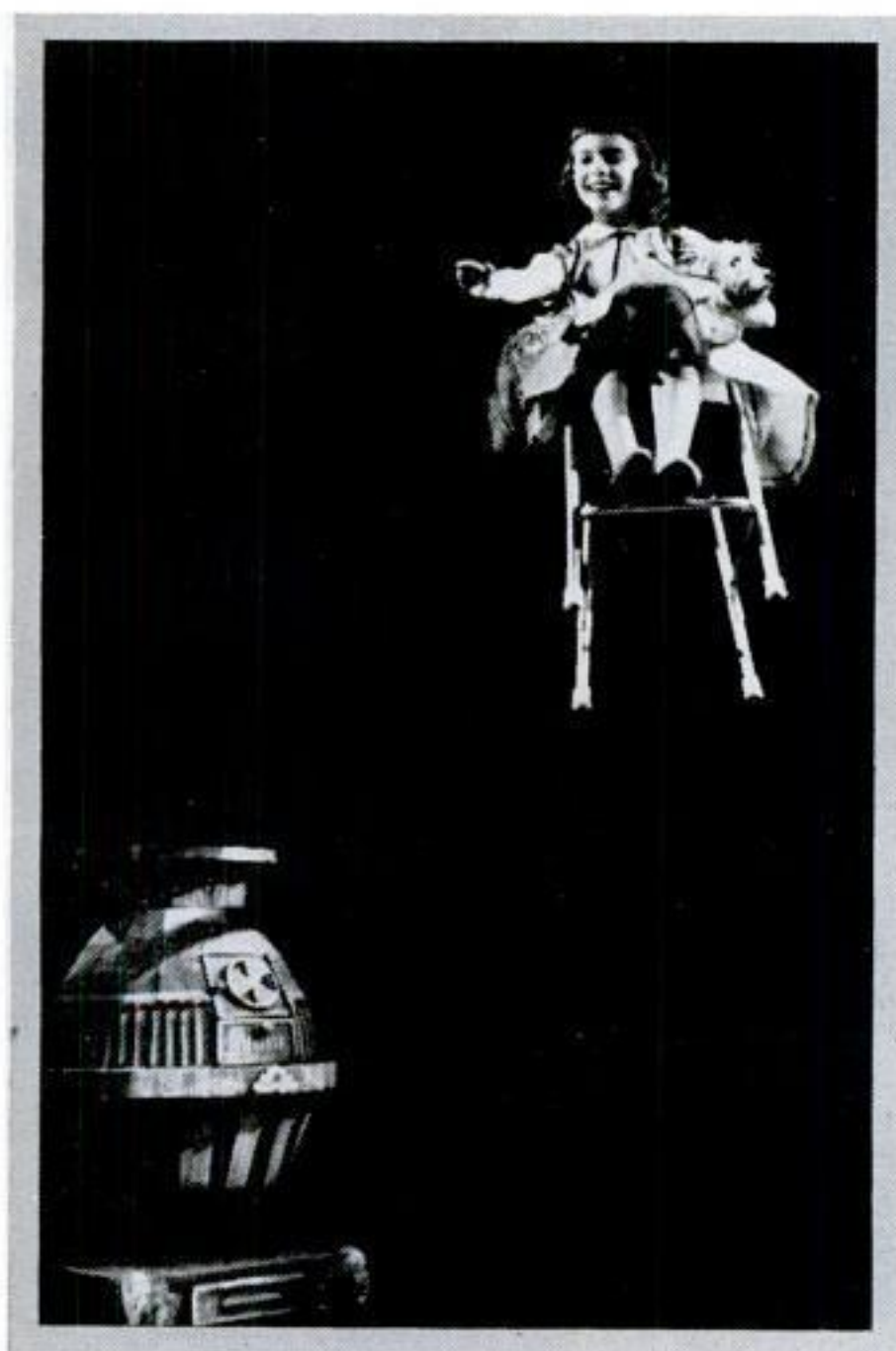
WHILE HER PUPPET ORCHESTRA SCRAPES OUT A TUNE OUT OF TUNE, SUSIE COVERS HER EARS AND TURNS HER EYES AWAY FROM THE CONDUCTING PENGUIN

Every Child Can Now Know Susie

YOUNG CHICAGO STAR GETS A NETWORK SHOW

After an eight-month stand doing a local TV show for a large and grateful audience of Chicago children, 12-year-old Susie Heinkel ("A Fast-rising Schoolgirl," LIFE, Nov. 12) has made a fast switch to a nationwide television audience. Like a shortstop moving up from the farm club to the major leagues, Susie moved from the CBS affiliate station WBBM to the CBS-TV network (Sat., 11 a.m., E.D.T.). She changed the program's title from *Susie's Show* to the slightly more formal *Susan's Show* and has enlarged her cast with a puppet animal orchestra in Wonderville, whose residents are presided over by a talking table named Mister Pegasus and are entertained by animated film strips from a Cartoon-A-Machine. But she has lost none of her charm and imagination and is still the best child performer regularly on TV.

After the show Susie likes to pore over the flood of fan mail she now gets from all over the country. A young girl from Tonawanda, N.Y. last week asked if she could come to visit Susie in Wonderville, adding plaintively to the bottom of her note, "How do I get there?"



ON OLD SHOW, shown last year in LIFE, Susie starts with the chairborne trip she still uses as opener.



FROM MAGIC BOX in wall of studio, Susie's dog Rusty appears while she talks to table in foreground.



New dog food discovery makes dogs eager eaters. It's a full course dog dinner complete with real meat meal. Just moisten and serve.

New Purina Dog Chow

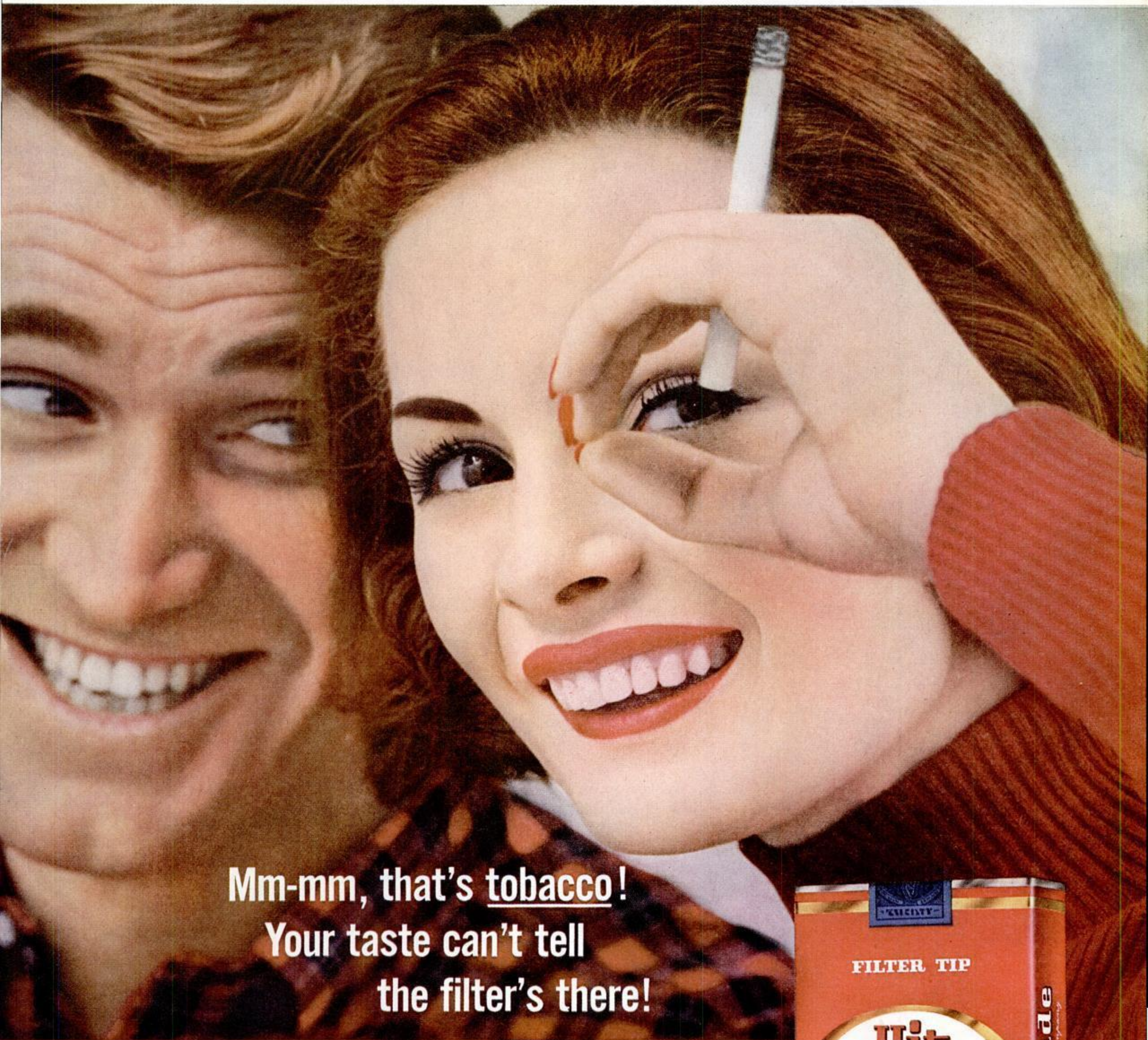


STAR BEFORE BAND leads puppets after penguin leader (right) fails to get troupe together. Having started them off, Susie drops the baton and dances.



MEN BEHIND PUPPETS are seven technicians who operate puppets in orchestra. While animals seem to play, studio orchestra supplies actual music.

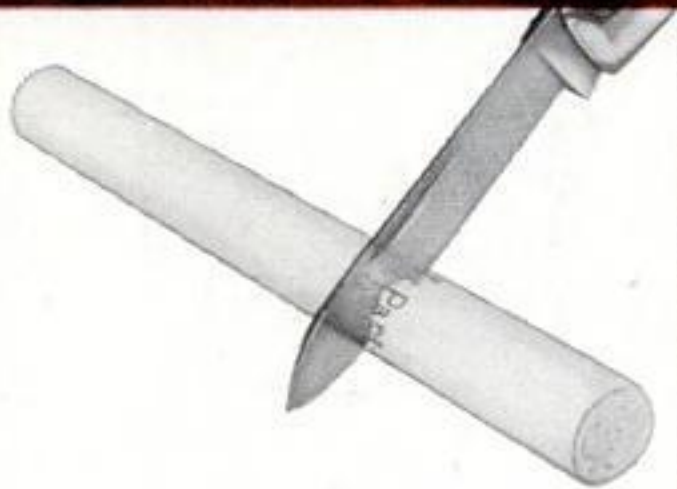
Best thing ever happened to filter smoking!



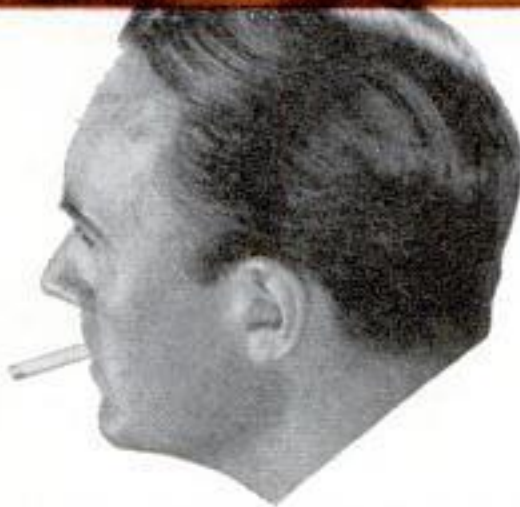
Mm-mm, that's tobacco!
Your taste can't tell
the filter's there!

Here's the
TIP-OFF on
filter smoking!

(In a cigarette,
it's still the tobacco
that counts! So make this
test of the tobacco in your
filter-tip cigarette.)

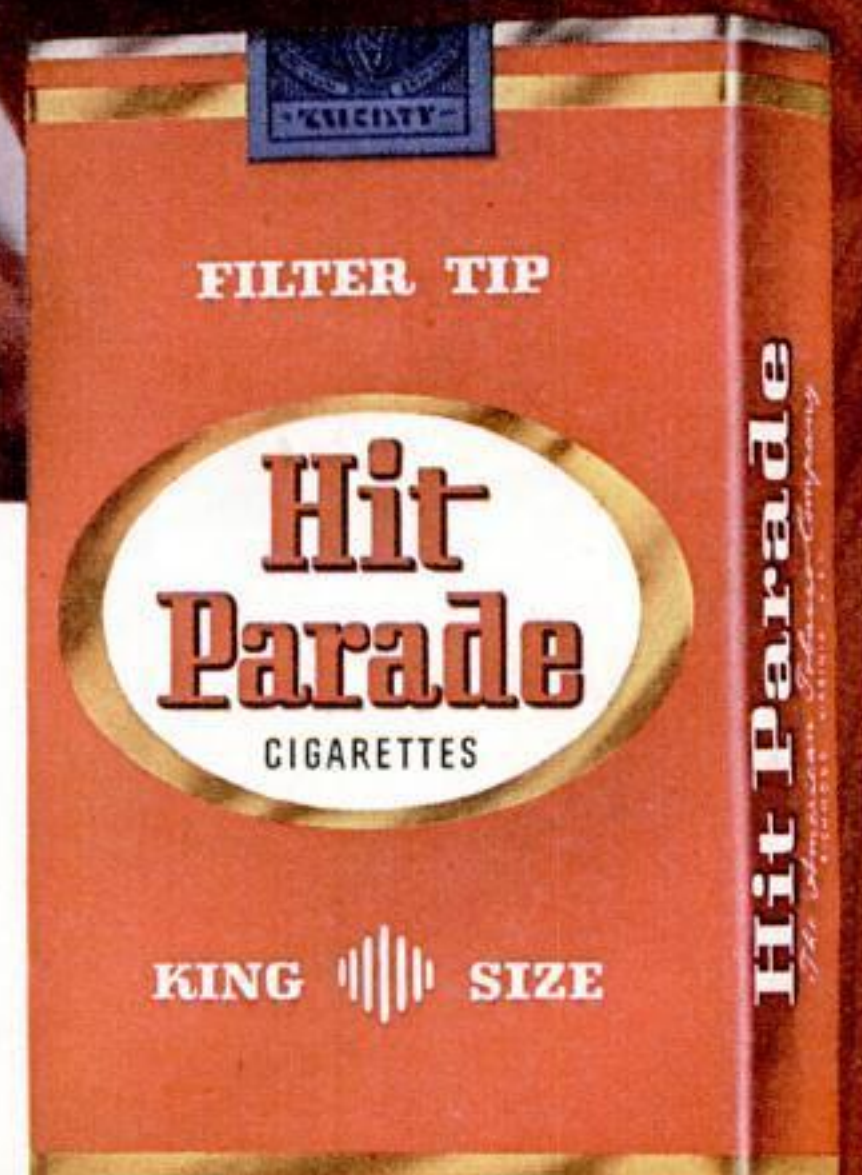


First, cut off filter tip from a
Hit Parade . . . light up cigarette
and notice its fine tobacco taste!



Then try this same tip-off test on
any other filter cigarette. You'll
taste the difference!

Hit Parade
cigarettes
win the
TIP-OFF
TEST
every time!



"Tobacco is our middle name" *The American Tobacco Company* © A. T. Co.

SUDDENLY...



Seagram's
ANCIENT BOTTLE
Golden
DISTILLED DRY
Gin

An extra dry gin brought to its natural golden color and peak of perfection by Seagram's exclusive and original mellowing method

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LAWRENCEBURG, INDIANA
DISTILLED FROM AMERICAN GRAIN
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COME TO LIFE

your gin drink
with SEAGRAM'S, "the gin with the golden touch"



MODELS SCULPTURED BY DERUJINSKY • SET CREATED BY TED TINKER • PHOTOGRAPHED BY EDWARD PATSTON

SEAGRAM DISTILLERS, NEW YORK

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"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for

"Snap-Crackle-Pop" make it fun to get the important nourishment of whole grain rice

Doctors agree that a happy frame of mind contributes to good health. That you get more nourishment from your food when your mental outlook is bright.

That's another reason Rice Krispies are so good for you. They not only give you the concentrated nourishment of whole grain rice—vitamins, minerals, and energy builders—but they give it to you in such a crisp, light-hearted, good-to-look-at form that you feel

brighter and your body gets more food value from your breakfast.

This is the modern way, the fun way to give your body the important nourishment of whole grain rice. The nourishment you need for a busy today. Doesn't it belong on your breakfast table—regularly?

NOURISHMENT
WITHOUT WEIGHT

Kellogg's RICE KRISPIES





BIGGEST FOREIGN BUYER, WILLY FELDPAUSCH OF SWITZERLAND, IS AT NEW CENTER WITH MODELS WEARING SOME OF HIS PURCHASES TOTALING \$500,000

Bright Showcase for a Berlin Boom

GERMAN STYLES AIM AT FOREIGN MARKETS

Last month in the midst of its biggest postwar season West Berlin's booming fashion industry opened a \$5.5 million center. Its three modern buildings, a showplace for the city's second biggest industry, will house 50 manufacturers, who before the war were centered in what is now the Soviet zone. Moved lock, stock and sewing machine to the free section of the city and using mass production methods patterned on the U.S. industry, the manufacturers have thrived in prospering West Germany.

As the samples above show, Berlin's designers are skillful in daytime and evening clothes. They take their cues from Paris and are making lavish use of fur collars and linings, which will be important in U.S. fall fashions. Out after foreign markets, Berlin's manufacturers have landed some sizable orders with their fall line.



...ls in middle of free city. This
...lled modern buildings.

I don't want to be a Big Shot



...I just want to feel like one!

You can, with **KINGS MEN** After Shave Lotion. **KINGS MEN** is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get **KINGS MEN** right away. *Known everywhere as the world's finest!*



KINGS MEN® AFTER SHAVE LOTION only \$1
Plus Federal Tax

Make a date with
MURIEL®
the light cigar

Muriel hits the right note for real smoking enjoyment. It's the cigar made light to smoke easy, taste rich, never heavy. Make Muriel the light of your every day.

Never heavy
to your taste!



MURIEL CIGARS 10¢ EACH

GERMAN STYLES CONTINUED



BIGGEST MANUFACTURER, Gerhard Ebel & Co. which has 520 employees, specializes in simple, inexpensive dresses like those on rack (\$7.50).



RANGE OF PRODUCTS includes jewelry, umbrellas, shoes, fur hats and beaded sheath (\$250), worn by Germany's top model, Gisela Ebel-Penkert.



HAPPY PROMOTER, Heinz Mohr, is president of Institute and the man who is mainly responsible for...

Don't be a sissy. . . season!

Don't be just a "good plain cook" when it's so *easy* to be a gourmet cook! Just shake on these wonderful new French's seasonings and turn canned foods, meats, frozen foods into delectable gourmet specialties!



"Touch of garlic" steak

Don't rub garlic in—*sprinkle* it on—with French's noble new *Garlic Salt*. Here's no "make believe" garlic flavor—but the *real thing*. Lovely, lively, *real* garlic freshness!



Frozen french fries

with an invisible surprise!—French's nippy new *Onion Salt*. Spread potatoes on baking sheet, bake 20 minutes. Sprinkle with French's *Onion Salt*. Get real, fresh onion *aroma*! Real, fresh onion *taste*!



Chicken with barbecued "bang"

Brush chicken frequently with melted butter followed by sprinklings of French's stout-hearted new *Barbecue Seasoning*. A delicate blend of onion, garlic, chili, mustard, oregano, and 11 other spices. Audacious . . . *awfully good*!



for the **freshest** and **newest** in seasonings

Look to French's for all wonderful spices, herbs, extracts—and exciting new seasoning specialties!



Special for you—special for gifts!
All seven of French's delicious new seasonings—plus this smart wrought-iron rack, only \$3.00. Send check or money order to The R. T. French Company, 1227 Mustard St., Rochester 9, N. Y.

NOW!

TEXACO SKY CHIEF Su-preme **the only top-premium gasoline in all 48 states**

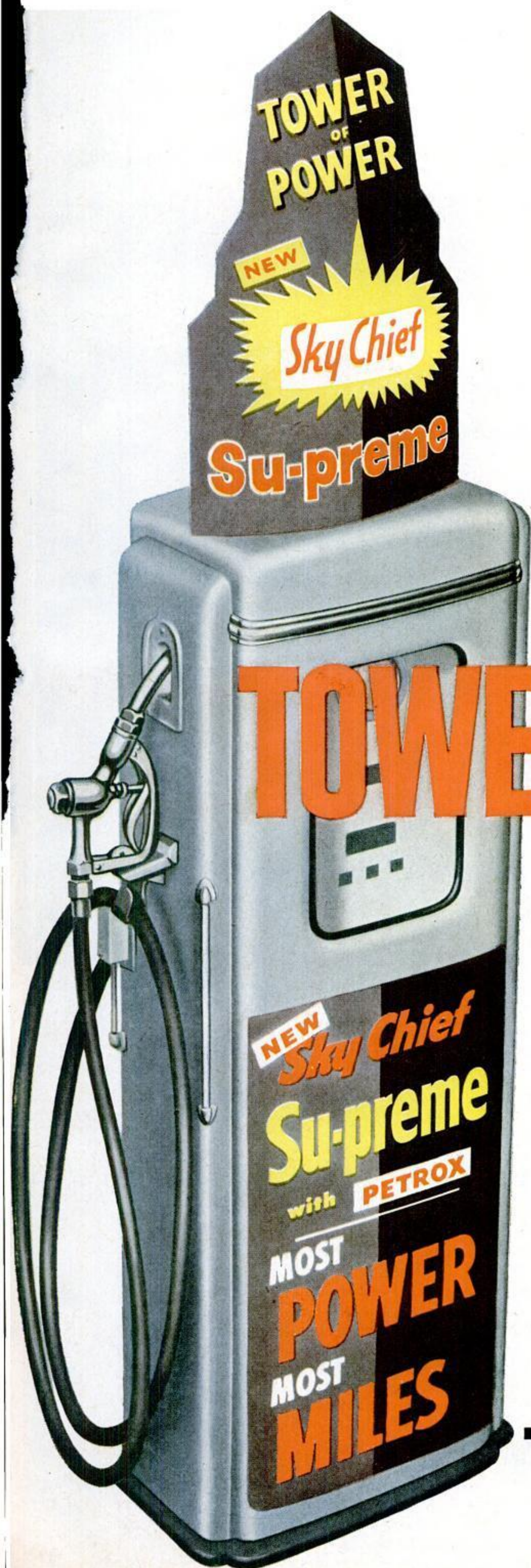
Best for new cars — better for older cars!

Now, you'll be glad to know wherever you drive this summer . . . there is one (*and only one*) top-premium gasoline you can get in all 48 states! New Texaco Sky Chief Su-preme with Petrox is designed for all cars on the road. It meets the most critical needs of the newest, high-compression engines, adds power and life to *all* engines.

It's yours, at Texaco's Tower of Power . . . Texaco Sky Chief Su-preme, the gasoline for those who want the best.

Gives you these money-saving...car-saving advantages:

- 1** Higher-than-ever octane to give you all the knock-free power your engine can deliver!
- 2** With average mileage, you can enjoy a healthy saving of up to 13% on your annual gasoline bill!
- 3** Exclusive Petrox in Sky Chief Su-preme prevents wear and harmful engine deposits...extends engine life as much as 60%!
- 4** Better-than-ever volatility assures you fastest warm-ups, smoothest get-aways!
- 5** 100% Climate-Controlled for peak performance wherever and whenever you fill up...for freedom from stalling and vapor lock.



TOWER OF POWER IS EVERYWHERE

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DEALERS
in all **48** states

Texaco Products are also distributed in Canada, Latin America, and Africa



HEADQUARTERS OF THE KING RANCH IS A BUSY COMMUNITY BUILT ALONG SANTA GERTRUDIS CREEK. THE HACIENDA-TYPE MANSION AT RIGHT WAS BUILT BY

PRODIGIOUS GROWTH OF

The founder's descendants have expanded the great King Ranch

Text and Drawings by
TOM LEA

Condensed from Volume II
of his forthcoming book *The King Ranch*

Captain Richard King, the founder of the King Ranch, died in 1885, leaving his whole estate to his widow Henrietta. To manage the ranch Mrs. King appointed her husband's young lawyer, Robert Justus Kleberg II, who had already made a formal proposal for the hand of their daughter Alice Gertrudis King. The couple were quietly married in June 1886 and founded a King-Kleberg family line that has operated the ranch with spectacular success ever since.

Photographed for **LIFE**
by **ELIOT ELISOFF**

ONLY a few weeks after the death of the captain, the great Western cattle boom of the early 1880s collapsed, leaving land and livestock prices depressed and uncertain for a decade. Added to the difficulties of a poor market were the hardships of a drought that plagued the area from 1886 to 1893. Robert Kleberg displayed faith in the ranch and confidence in himself as its director. He set himself to learn what he did not know about practical ranching in south Texas.

The tenacity and vigor that characterized him must be viewed in the light of the family and the background from which he sprang. His father before him also bore the name Robert Justus Kleberg. The son of a merchant in Westphalia, Germany, this first Robert was educated at the University of Gottingen, where

he graduated with a degree of *doctor juris*. He had embarked upon a promising career in the law when, in 1834, he married a young woman of the Prussian minor nobility, Rosalie von Roeder. The entire Von Roeder family, father and mother, six sons and four daughters, had decided upon Texas for their future home. On the last day of September in 1834 Robert Justus Kleberg I and his bride, with members of her family, sailed for America.

After a passage of 60 rough days to New Orleans and eight more days of sailing for Brazoria on the Texas coast, the emigrants were shipwrecked off Galveston Island. They traveled inland and by September of 1835 had managed to build two log houses and clear 10 acres of land.

In the Texan struggle for independence from



ROBERT KLEBERG II. HIS SON, THE PRESENT MANAGER, LIVES IN A MODEST HOUSE AMONG THE TREES. IN BACKGROUND ARE 103 MODERN HOMES FOR EMPLOYEES

CATTLE DOMAIN

and turned it into a worldwide business

Mexico in 1836 the Klebergs and Von Roeders were forced to abandon their settlement and to lose most of their possessions before the advancing army of Santa Anna. Robert Kleberg and two of his brothers-in-law joined the company of Captain Mosely Baker to fight as privates in the Texan army. At the Battle of San Jacinto the young lawyer from Germany distinguished himself by his bravery; after the victory he was one of three trusted men selected by General Sam Houston to guard the captured Santa Anna. Later he held public offices under the Republic and state of Texas, becoming county judge of DeWitt County in 1846.

His aristocratic wife, gifted as a musician, was as remarkably able and vigorous as he. She bore her husband four daughters and four sons. Their youngest son, Robert Justus II,

was born on the family farm near Meyersville on Dec. 5, 1853. He went to neighborhood schools and then to a local institution, Concrete College, near the present town of Wharton. After working for a time as a country schoolteacher and county clerk, he attended the University of Virginia and received a law degree there in 1880.

Robert Kleberg was a stockily built man, a little below medium stature. His complexion was ruddy and he wore a bushy mustache the same sandy brown color as the thick shock of curly hair that crowned him. His blue eyes were usually mild and often merry—but they could level with a glint bearing sharp authority. He enjoyed good stories, told them well, and he loved to sing, especially the old German songs learned from his mother. Nor was



ROBERT JUSTUS KLEBERG II

TEXT CONTINUES AFTER SIX PAGES OF PHOTOGRAPHS

CONTINUED

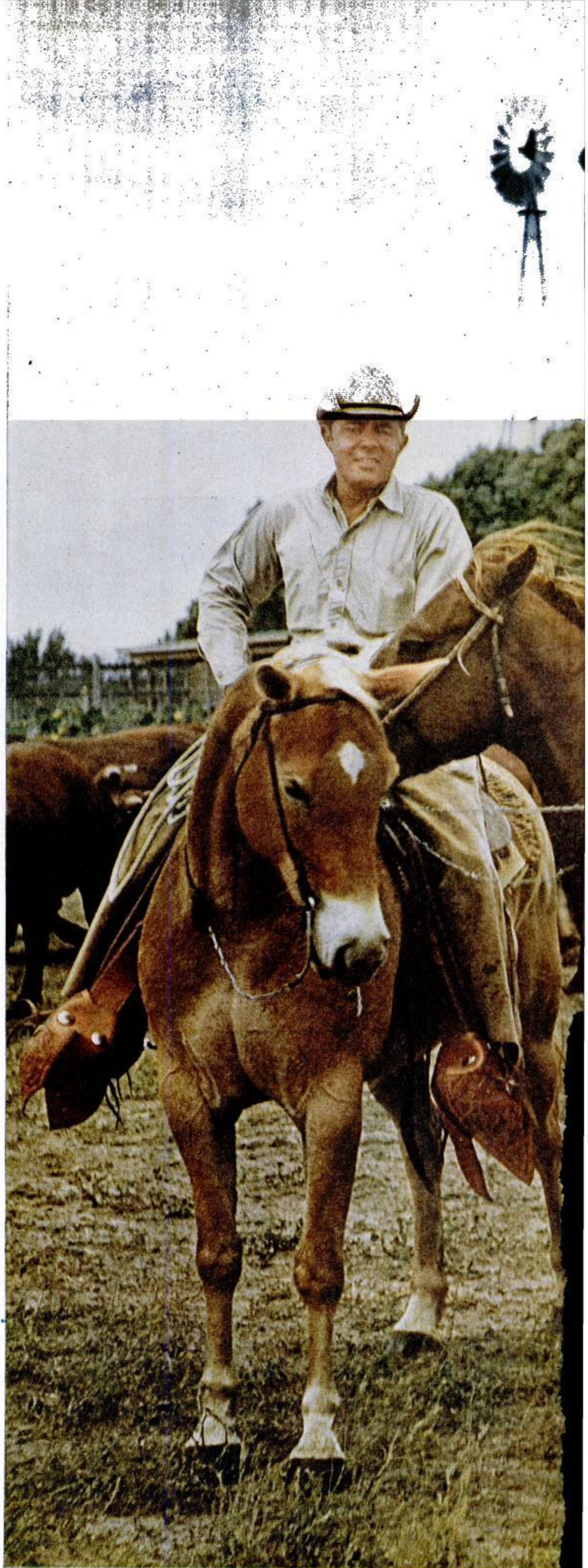


THE "MAIN HOUSE" at King Ranch is used now to lodge and entertain guests. During bandit raids of 1916, guards with rifles were posted on the roof.

STRONG FAMILY LEADERSHIP FROM THE KLEBERGS

The King Ranch today is a far-flung corporation with divisions in three states and three foreign countries. Some of its income comes from oil and it has branched out extensively into Thoroughbred racing. A modern city, Kingsville, with 25,000 people, has grown up within three miles of its headquarters. But the ranch's primary business still is raising beef cattle, and its management remains in firm family hands.

Richard King the founder had two sons and three daughters. One son—Robert E. Lee King—died young without issue. The other four children all inherited a share of the ranch from their mother. Daughter Alice King, who married Robert Kleberg, also had two sons and three daughters. The Klebergs, at various times, bought or leased large parts of the original ranch from other heirs and added land to it. Since 1885, when Captain King died, the head man of the ranch has been a Kleberg.



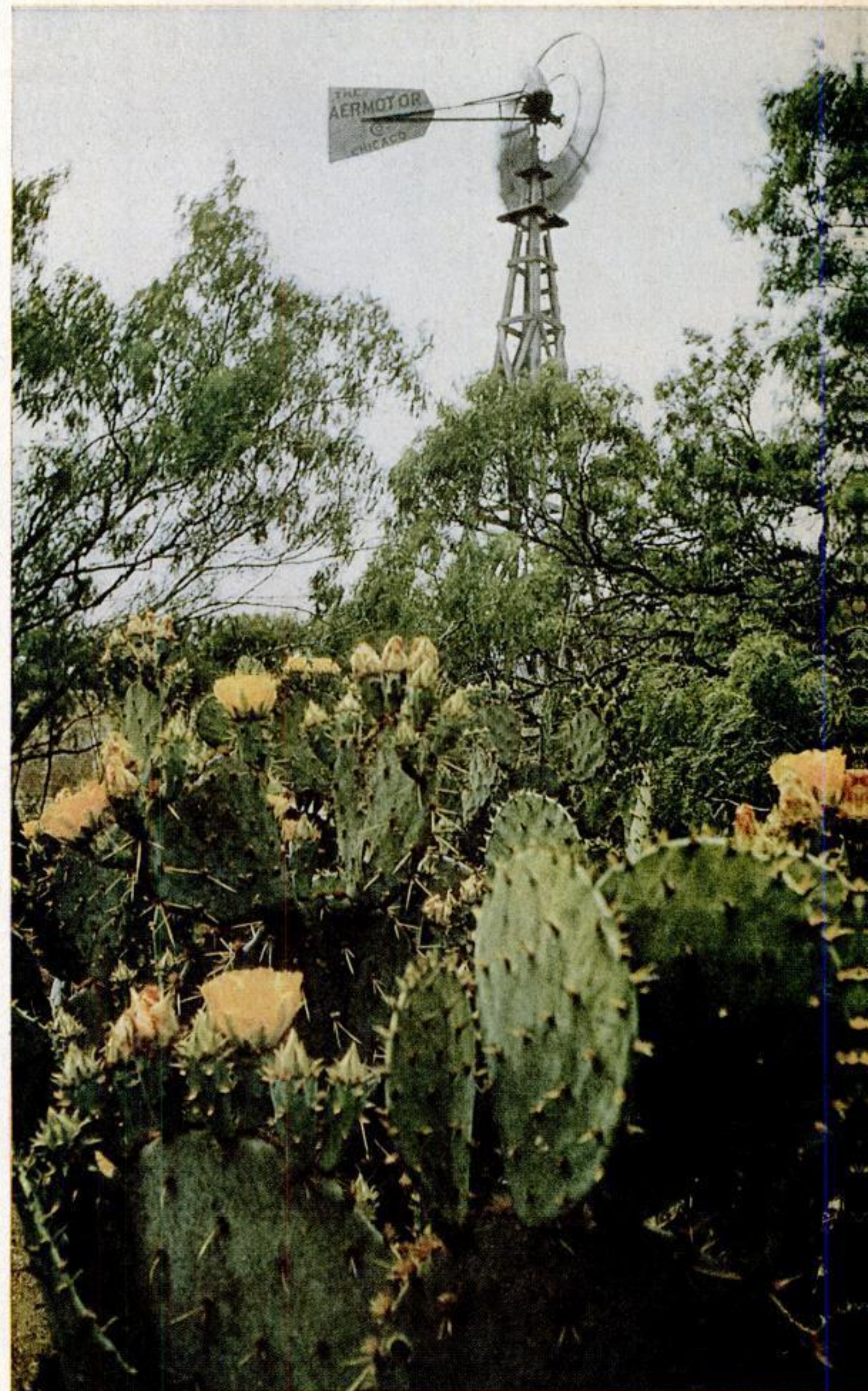
TOP EXECUTIVES of the King Ranch meet on horseback, as they often do in a day's work. President and General Manager Robert J. (Bob) Kleberg Jr.



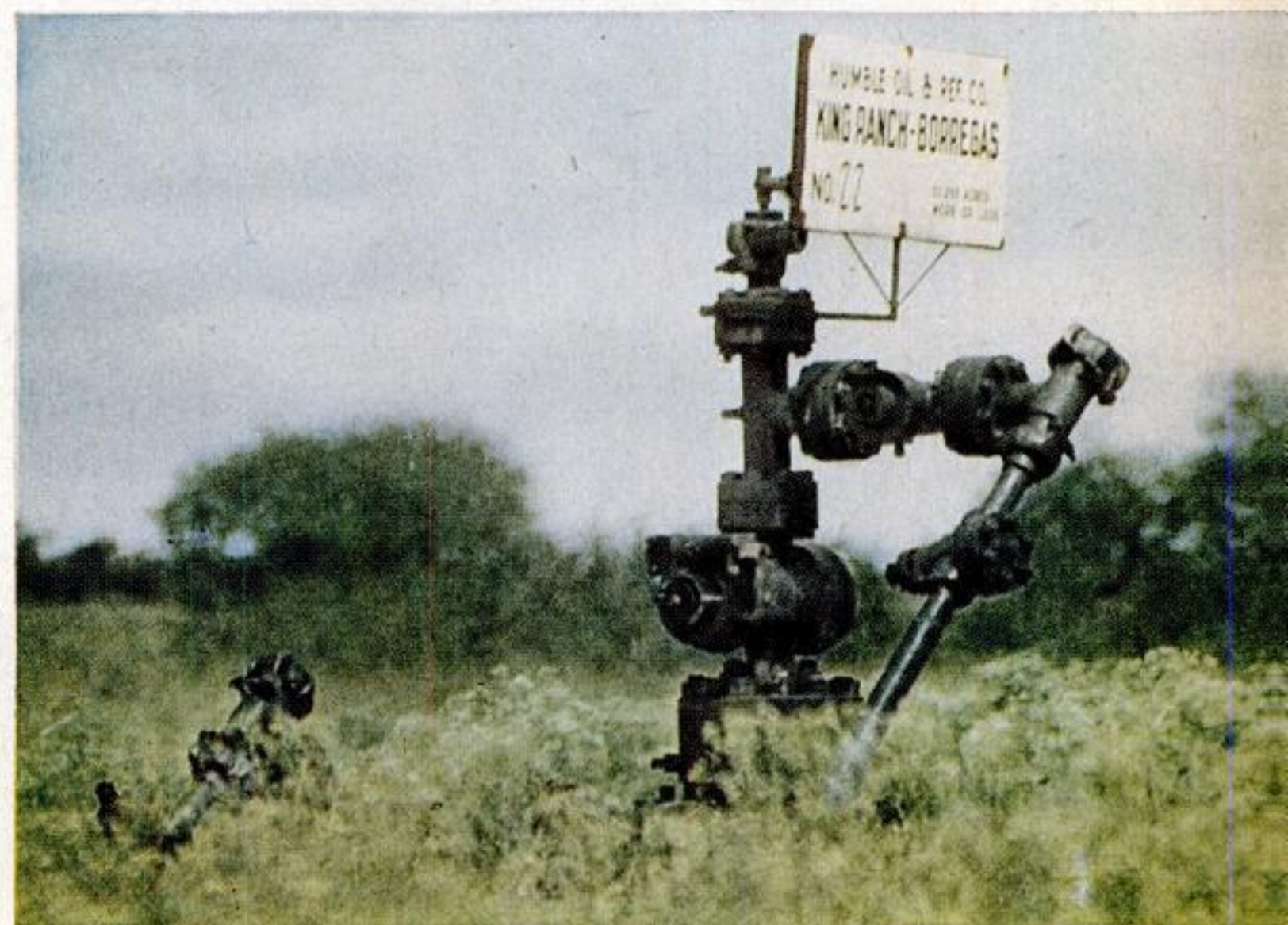
FAMILY PLOT in Kingsville cemetery was established after widow Henrietta King died in 1925. Body of Captain King was moved here from San Antonio.



(right) grew up at ranch headquarters and has lived in the saddle during most of his 61 years. His principal aide is his nephew, Richard M. Kleberg Jr., 41.



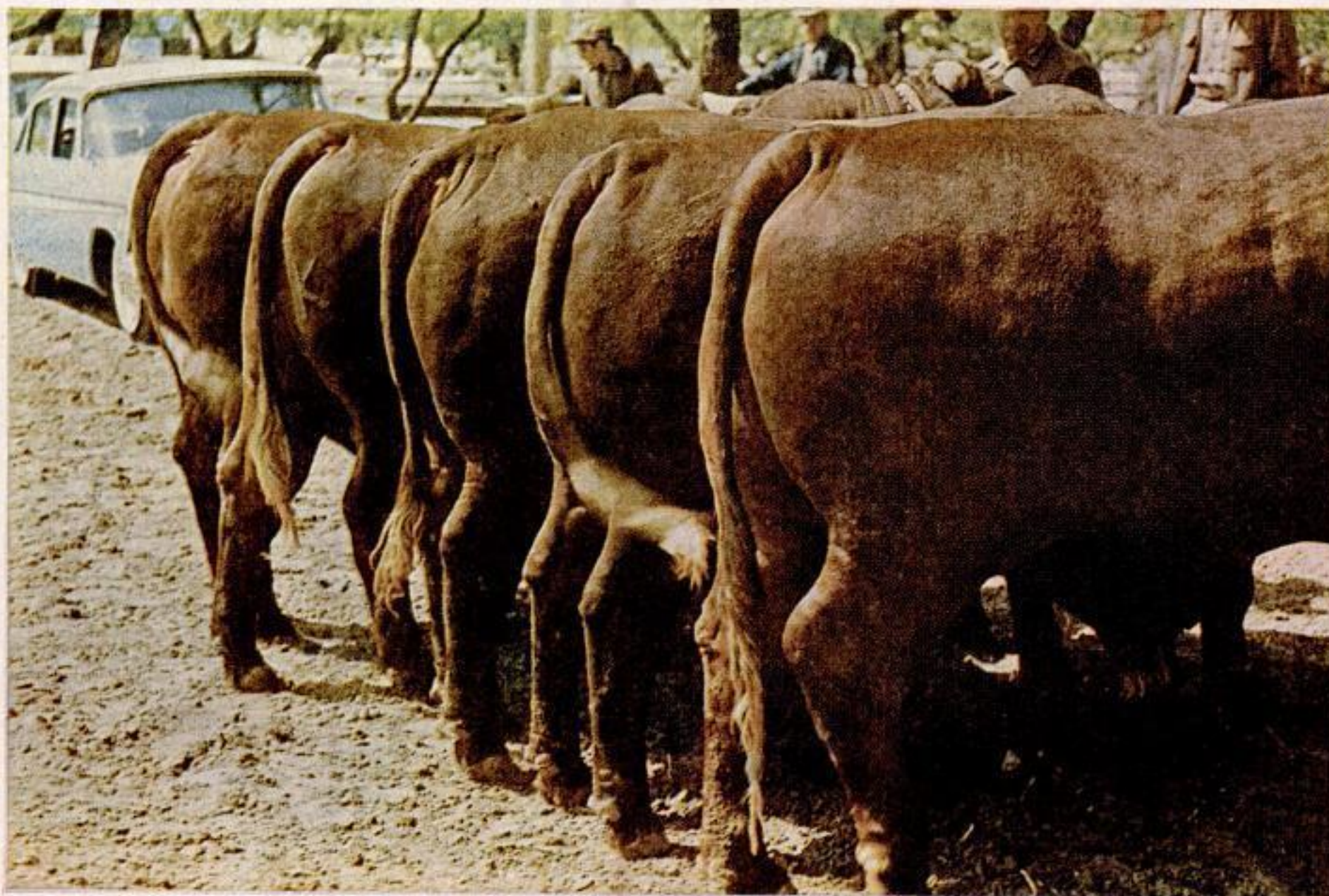
A WEALTH OF WATER came to the ranch in the 1890s when deep artesian wells were first tapped. Now 220 windmills help raise the water to the surface.



A FLOW OF OIL has swelled ranch revenues since 1941. The drillers respected King Ranch conservation policies, made installations as slightly as possible.

CONTINUED

THE BIG RED SANTA GERTRUDIS, THE KING RANCH'S



IDENTICAL RUMPS of young Santa Gertrudis bulls show deep flesh that results in better beef.

SELECTING BULLS for breeding is done only by Klebergs. Altogether ranch's pens cover 160 acres.

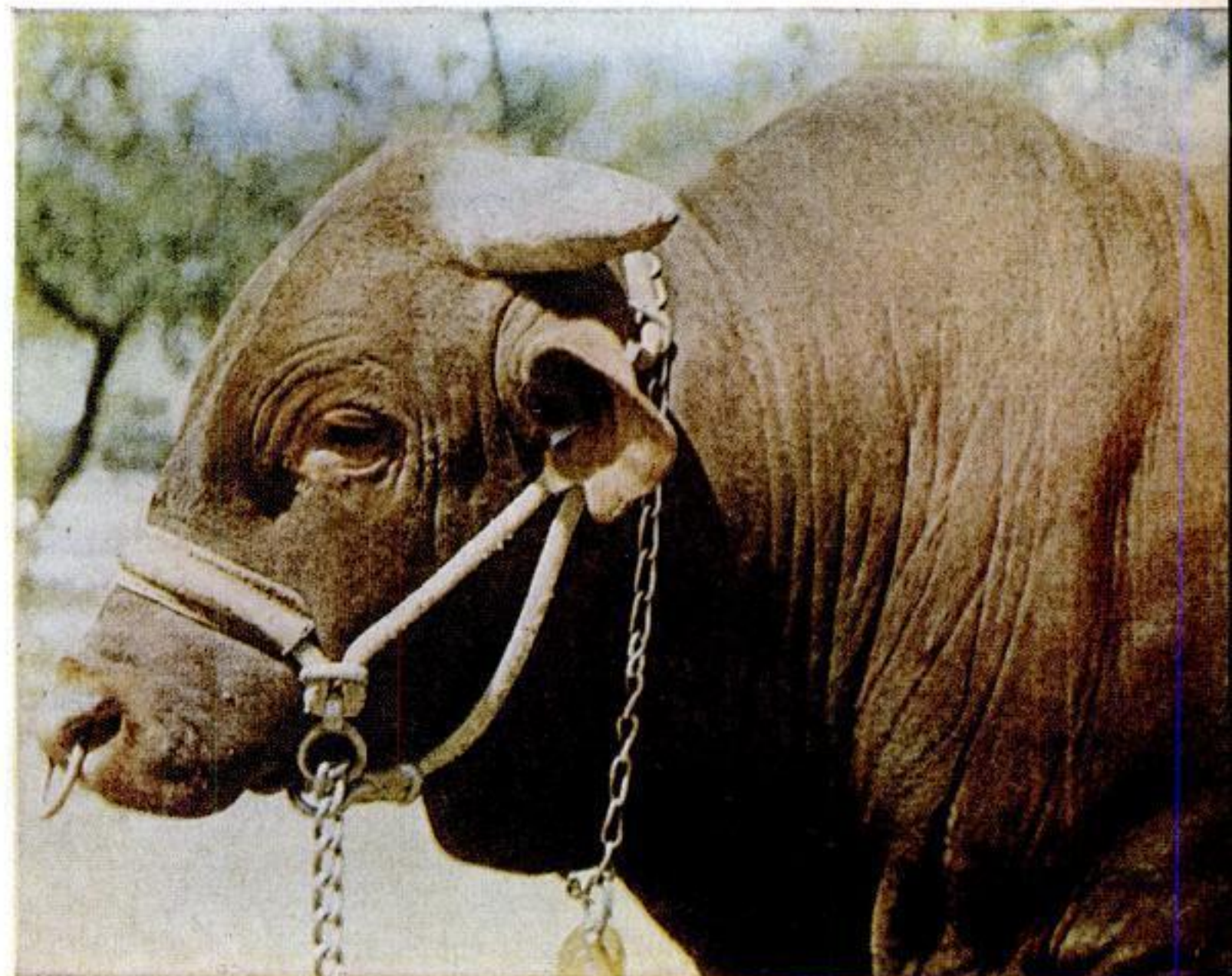
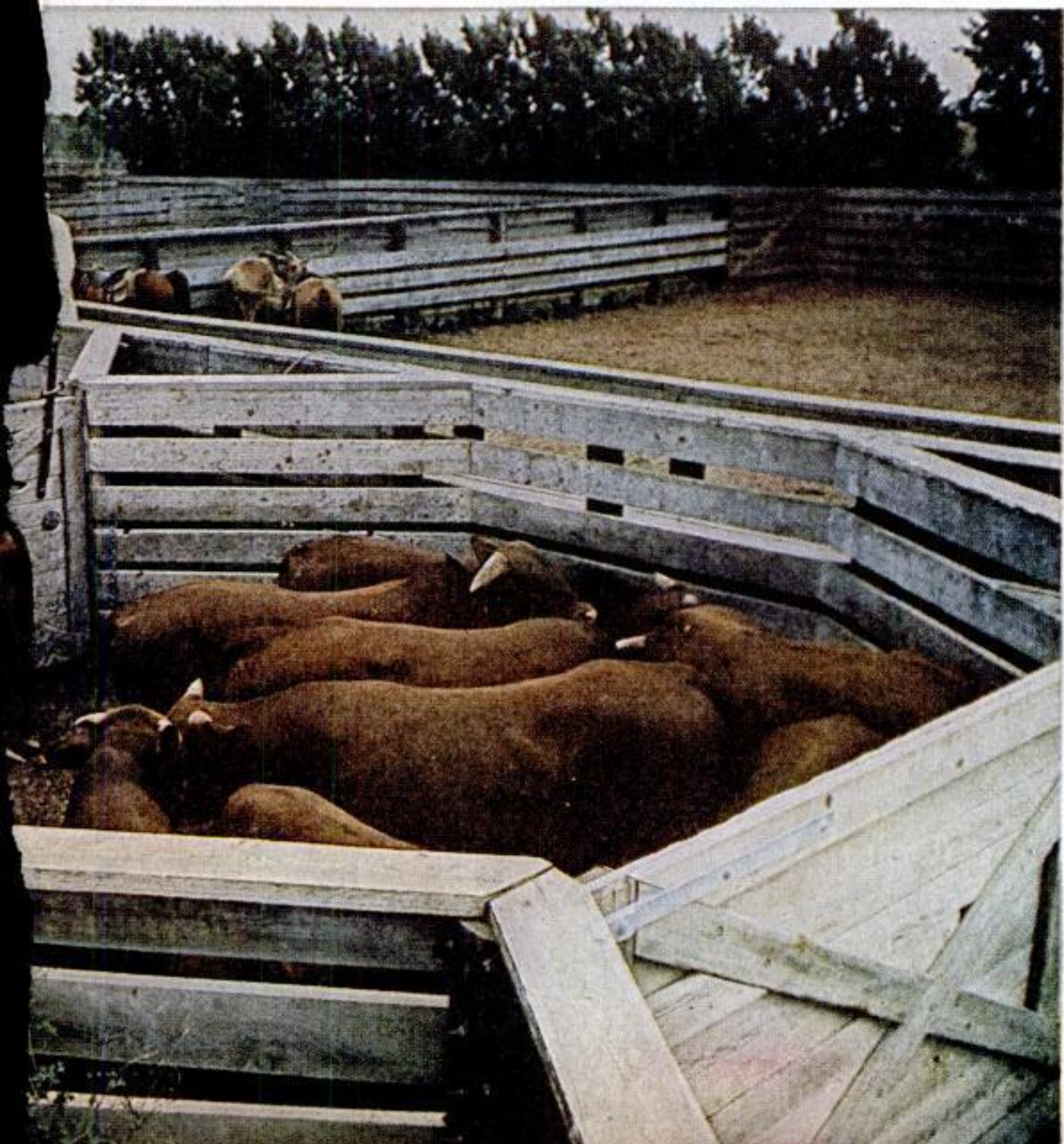


OWN BREED OF BEEF CATTLE



BROILED BEEF is main item for cowboys' dinner. Camp cook at the back of the mobile chuck wagon has also prepared *frijoles*, rice, camp bread and coffee.

BREEDING HERD of Santa Gertrudis' cows and calves (*top left*) is sorted to maintain high beef production. An unwanted cow has been driven off by the horseman in the center. The Santa Gertrudis developed by King Ranch (*as told in following pages*) is the only new breed of cattle ever developed in the U.S.



LOOSE HIDE of Santa Gertrudis breed derives from its Brahman ancestors and helps it withstand great heat. Meat qualities come from shorthorn blood.

CONTINUED

FINE HORSES FOR RACING, RIDING AND WORK



QUARTER HORSES of King Ranch breed are all descended from one working sire, Old Sorrel. Yearlings brought \$1,000 to \$4,000 at this year's spring sale.



THOROUGHBRED FOAL, beside grazing mother, sniffs the Texas breeze 60 days after birth. Father is Turn-to, who won the \$151,282 Garden State in 1953.



TRAINING TRACK at ranch is used to condition promising yearlings born to King Ranch mares in Texas and Kentucky. About 30 2-year-olds go out to the

tracks each year wearing the King Ranch colors. Since 1935 the ranch has won \$5 million in purses and last year had more winners than any other racing breeder.



THE YOUNGEST GENERATION of the Kleberg-King family line takes out across country for a ride on gentle, experienced cow ponies. In the natural course

of events King Ranch children start riding before the age of 4. They are brought up with animals and the love of good horses is part of their ranch heritage.



52-piece SPRINGTIME service for 8, only \$99.75. Convenient terms. No Fed. tax. Also available in Canada.

Introducing beautiful, beautiful

Springtime

Here, in the latest pattern in 1847 Rogers Bros., you see a new idea in silverplate art. Instead of the usual "raised" design, Springtime's dainty flower sprig is wrought into the silver itself—each petal so perfect it looks "cut in" by hand.

Notice, too, the "balanced" place setting—each piece curving toward the plate. Let Springtime bring refreshing new beauty to *your* table through all the springs to come.

From the magnificent collection of SPRINGTIME holloware—coffee pot, \$35, sugar bowl, \$20, cream pitcher, \$15. Plus Fed. tax.



International
sets the
loveliest tables
in America

1847

1847 ROGERS BROS.

America's Finest Silverplate

Made only by The International Silver Company, Meriden, Conn.

he averse to a friendly glass, especially German beer. He had a passion for orderly method, and a natural bent for science. In 1889, his speculative mind and habit of careful observation led him toward a discovery of profound significance to the cattle industry of the United States.

Southern Cattle Fever, or Texas Fever as it had come to be called, stood as a menacing handicap to the nation's cattle business. The fever attacked and destroyed red corpuscles in the bovine bloodstream, with usually fatal results. Cattle native to the warmer climate of the southern states were nearly all immune. But northern animals took the fever in warm weather merely by occupying pastures, pens, roads, or stock cars used previously in the same season by apparently healthy southern cattle.

When Robert Kleberg brought in grown purebred cattle from the North for breeding purposes, he would watch them arrive with fine, well-kept, glossy coats. Soon afterwards he would see them distressingly shingled with ticks. He felt sure that "so many insects biting an animal was enough to make it sick."

When Kleberg and his family were vacationing in Maryland in the summer of 1889, he became acquainted with Secretary of Agriculture J. M. Rusk and told him of his personal observations. Later that year a qualified authority from the Bureau of Animal Husbandry arrived at ranch headquarters to begin studies which were to extend over three years, with expenses paid by the ranch. The work led to conclusive proof that the microscopic parasite which caused Texas Fever was transmitted by the cattle tick.

In the meantime Kleberg had set about searching for a method of destroying the tick. By 1891 he had invented and put into use the world's first cattle dipping vat, a long chute-like tank with an approachway arranged so that the animal was forced upon a swinging door and precipitated into the tank, emerging on the other side with every hair dripping. The "wash" in the tank was made according to formulas Kleberg developed by trial and error—it eventually became an arsenical solution which killed ticks but was not injurious to the cattle.

Kleberg promptly realized the impossibility of trying to clear any limited area—like the King Ranch—in a greater area infested by ticks. That would require a mass effort by all cattlemen concerned. Laboring toward this end, Kleberg sponsored the organization of the Texas Livestock Sanitary Commission and served as its first head. And in 1906, the U.S. Department of Agriculture began a systematic campaign, starting its slow and thorough task at the northern tick line and working south. But the area of the Santa Gertrudis was not declared entirely free of the cattle tick until 1928—39 laborious years after Kleberg had first mentioned the probable cause of Texas Fever to Secretary Rusk.

BY far the most vital anxiety Manager Kleberg faced as a ranchman was water, lack of water. Soils of the region were fertile; abundant grass always sprang up in the years when the rains came. Even in drought the land generally sustained some nourishment, such as the tough *sacahuiste* grass, or the prickly pear which was edible by cattle when the thorns had been burned from its juicy, plate-like big leaves. The real rub was the limited amount of potable surface water for livestock.

In the drought year of 1891, when the *Kineños* were pulling famished big steers from the mud of drying waterholes, Mrs. King contributed \$1,000 toward a novel experiment in rainmaking by the Department of Agriculture. The supplies included 17 balloons filled with gas, 1,600 charges of dynamite and other explosives and 100 21-pound mortar bombs. The first sky bombardment at San Diego—27 miles from ranch headquarters at Santa Gertrudis—brought no results. The next evening after another heavy barrage was fired into the air, clouds came up and at 4 a.m. on October 18 rain fell—"in torrents" in the vicinity of San Diego, yet perhaps not a thousand dollars' worth at the Santa Gertrudis, where Kleberg reported "The rainfall at this place was very light." He was inclined to believe the result was encouraging, yet the government abandoned the experiments.

In 1898 Kleberg met Theodore L. Herring who was convinced he could tap artesian water at the Santa Gertrudis if he could find suitable machinery. Herring, staked by Kleberg, went to Nebraska. He came back with a "Dempster No. 6 Combined Hydraulic Rotating and Cable Drilling Machine" which he set up in the spring of 1899, on a ranch pasture about five miles northwest from the present site of Kingsville.

On June 6, with the drill at a depth of 532 feet, a clear column of pure

artesian drinking water bubbled up and poured out upon the ground at the rate of 75 gallons a minute. Word was sent to headquarters.

It is not difficult to imagine how Robert Justus Kleberg whipped the horses, how the buggy wheels spun bumping along the ruts leading to where the spindly arm of the rig stood dancing in the heat of the summer sun over the miracle of flowing sweet water in a thirsty land. When Kleberg saw it, he was so overcome that tears rolled down his cheeks. He stood and watched the water come splashing steadily from the well pipe.

[ED. NOTE: A year later there were 22 deep wells on the King Ranch; by 1907 there were more than 60. The drillers had found a dependable subterranean flow of water which brought tremendous change to the entire region. With Kleberg as the driving force a railroad was built between Corpus Christi and Brownsville, with loading stations for direct shipment of King Ranch cattle. Agricultural developments, several towns and a future city, Kingsville, sprang up along the railroad route. In 1907 Mrs. King reportedly declined an offer of \$10 million cash for her holdings. But with all its prosperity, the King Ranch's most valuable product in these years was a new generation of Klebergs.]

For Alice and Robert Kleberg, and for the widowed Henrietta King, daily life at the big house was principally shaped by the domestic pleasures and duties revolving about

an active family of young Klebergs. There were five, two boys and three girls. The first child was a son, born in 1887. Christened Richard Mifflin Kleberg, he bore the first names of his grandfather and his grandfather's best friend. His brother, Robert Justus Jr., was born in 1896. The daughters were Henrietta, Alice and Sarah.

Dr. Arthur E. Spohn, the family physician who looked after the children, was the hero of a spectacular incident in King Ranch history when he saved the life of Willie Chamberlain, the younger half brother of Mrs. King, after Chamberlain was bitten by a rabid coyote. Dr. Spohn rushed with

his patient on a desperate voyage all the way to France and arrived at Paris in time to have the great Pasteur administer his newly discovered inoculations against rabies. The New York Herald, in a story from Paris dated April 24, 1888, quoted Pasteur as saying, "Our Willie is saved."

The five Kleberg children found ranch headquarters the center of a happy life. Though there were town toys like velocipedes, Irish mails, coaster wagons and roller skates to rattle along the wood floors of the long outside galleries, and though the girls of the family might play at dolls and tea parties, there was also the whole wide outdoor life of the ranch to engage their hearty attention. By the time Richard Mifflin was 9 his mother was reporting, "Richard rode 26 miles yesterday." At the age of 4 young Robert took his first spill from a saddle, trying to gallop his pony.

Yet there was schooling to think of. In 1893 Mrs. King built a house on North Broadway in Corpus Christi—an ornate and elaborately furnished mansion in the high Victorian manner. This was home for the younger Klebergs while school was in session. The weekends, holidays and summer months, all eagerly awaited, were spent at the ranch.

After 1904 the new St. Louis, Brownsville & Mexico Railway made a pleasant difference in their lives. On Friday afternoons the railroad's general manager, Jeff Miller, ordered a caboose hooked to an engine and sent it to Corpus Christi. When school let out the Kleberg kids found their own train waiting to take them home for the weekend. They usually raced to the tracks, then fought over who would climb up the ladder for the choice high seat, to look out the window in the cupola of their "private caboose" while it rattled and clacked over the 45 miles toward Kingsville—where horses from the ranch were waiting.

Exceptional talents residing in young Dick Kleberg displayed themselves long before he grew to manhood. He was as articulate as he was aggressive; excellent at his studies when he cared to be, lighthearted and handsome, gregarious, athletic, president of his high school senior class; he was also suspended from school for fist fighting. Brought up amongst *Kineños*, he spoke Spanish as naturally and as fluently as English.

His brother, Robert was 8 and a half years younger than Dick, a gap so wide that the two boys were able to share little genuine companionship until they were well grown. Bob possessed self-assurance, but it was



OLD RANCH HOUSE, built by Captain King and enlarged for his growing family, burned to the ground in 1912. Original commissary at the right is still used.



OLD RANCH LETTERHEAD FEATURED BEARDED PORTRAIT OF FOUNDER RICHARD KING AND TRADITIONAL LONGHORNS

KING RANCH CONTINUED

unlike Dick's. Bob had to work for his. It gave his personality a tension that was absent in Dick's. A self-sought discipline, a grapple for excellence, shaped Bob's demeanor.

The two boys were alike in their love for the life of the cow camps and their skills on horseback. When Bob was 6 he learned to do his part in holding a herd at roundup; by the time he was 12 he was more expert with rifle and gun than most grown men. He learned every phase of the ranch's daily work by doing manual labor as a plain cowhand. From the time when he was a very small boy he lived with Sam Ragland, the veteran superintendent of the Santa Gertrudis. The fledgling ranchman and the bluff old bachelor had their meals at the big house with other members of the family. But they had their quarters at Ragland's cottage a hundred yards away.

In this companionship and in the long days on the pastures and in the corrals young Bob absorbed what the years had taught Sam Ragland about the complicated chemistry that produced beef from grass. Bob Kleberg as a man would remember the evenings when the rain came pounding on the cottage roof and old Sam in his nightshirt would come lighting up his pipe, strolling into Bob's room, to listen to the welcome rain, to talk, to think aloud about the coming grass, and how best to use it.

"When you see the cow chips floating," Sam would say, "then we've had a rain."

[ED. NOTE: Dick Kleberg took a law degree at the University of Texas in 1911 and returned to the ranch as superintendent of its huge Laureles division. During World War I he held a commission with the Texas Rangers, serving both as a liaison man with U.S. Army Intelligence, and as an undercover agent in Mexico working against German spies below the Rio Grande. Young Bob Kleberg attended the University of Wisconsin School of Agriculture, but was called home before finishing his course. Once more violence from revolutionary Mexico was spilling across the Rio Grande, and the King Ranch fought to protect itself.]

During the first days of August 1915 a formidable band of Mexican horsemen rode the brush more than 50 miles north of Brownsville. When their presence on the Sauz division of the King Ranch was reported to Caesar Kleberg [nephew of Robert Kleberg Sr. and superintendent of the Ranch's southern division] he telephoned to the Rangers at Brownsville and to the Army command at Fort Brown, requesting immediate help. On the afternoon of August 8 a special train left Brownsville, bound for Caesar's headquarters at Norias. It carried an Army captain, a squad of eight troopers from the 12th Cavalry, two Texas Ranger captains and several Rangers, and a group of local peace officers. At Norias they found King Ranch horses ready and waiting. The whole armed party, except for the eight troopers, mounted and rode off with foreman Tom Tate and several cowhands, looking for a fight in the direction where the Mexicans had been reported.

After the special train's departure the regular afternoon northbound left Brownsville. Aboard it were three adventuresome customs inspectors, Portus Gay, Joe Taylor and Marcus Hinds, and their friend Gordon Hill, a deputy sheriff—all of them armed, all of them ready for any excitement they might encounter up the line. They had it.

Alighting at Norias the four men walked to Caesar Kleberg's two-story frame house, which stood isolated and exposed on flat and bare ground a few feet from the railroad tracks. Here they found the eight recently arrived cavalrymen and eight ranch people: two cowboys, the carpenter and his wife, the colored cook Albert and his wife Edna, and

two Mexican servant women. Supper was ready. The four new arrivals were invited to eat with the others.

A few moments after supper when the men had walked out of the house into the still brightly lighted summer evening, they saw riders approaching from the east and Marcus Hinds said, "There come the Rangers back."

The gun fight at the Norias

THEY were not Rangers. As they came loping in the dust—there were 58 horsemen—the 16 men at the Norias ranch house saw the big Mexican hats on the riders, saw their red flag waving, heard the sudden cutting whine and pop of Mauser rifles at a range of 250 yards.

The besieged men grabbed up their own guns, ran for quick cover behind the railroad embankment, and returned the fire. Frank Martin and two of the troopers were hit during the first moments. The cavalry corporal and the rest of his squad maintained a steady fire with their Springfields, and Lauro Cavazos [now foreman of the King Ranch's Santa Gertrudis division] killed the bandit leader's horse. The defenders managed to move their three wounded into the house and to resume firing from behind two big rolls of barbed wire and a heavy steel form used to make water troughs, which were inside the yard fence.

The attackers then maneuvered to the south, gathering and taking cover in the section house by the railroad tracks and behind a nearby outhouse and a pile of cross ties. The exchange of fire grew hot and heavy, though the defenders were reluctant to shoot into the section house, knowing that the section foreman, his wife and some section hands with their families were huddled inside. The bandits' bullets raked the ranch house, drilling through its thin plank walls. George Forbes [the carpenter] was shot through the right lung; one of the wounded soldiers was hit again in the leg as he lay on a bed.

The fight lasted from 6 o'clock all through the fading evening light. In the last glow of dusk about 8:30 the bandits charged, shooting and yelling. Cool marksmanship on the part of the men in the ranch house yard again stopped the advance; Joe Taylor killed the wildly cursing leader of the charge as he came within 40 yards of the fence. Firing eased off into silence. The beleaguered men, with little ammunition left, stayed at their posts in the dark.

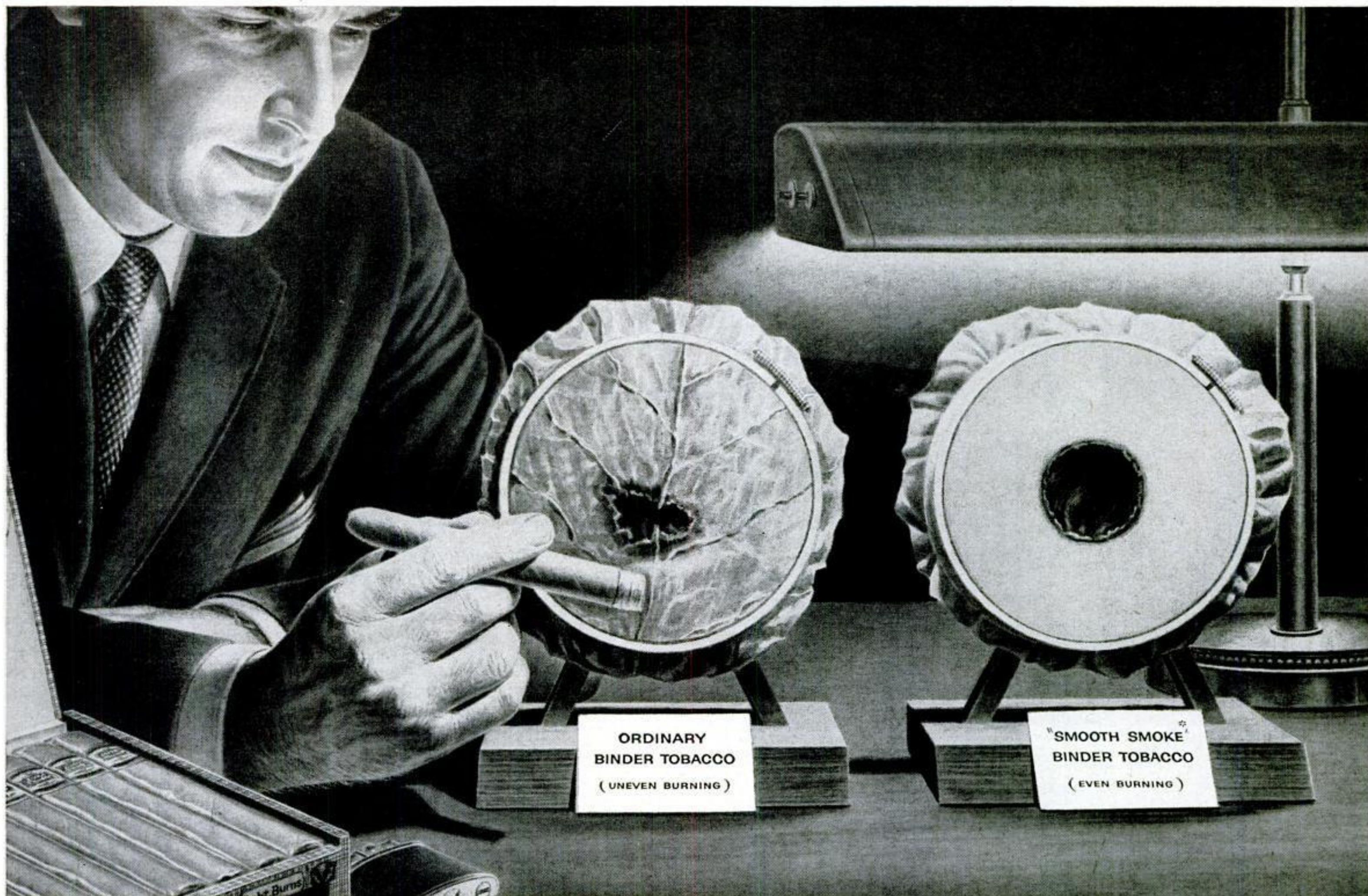
Over an hour later they heard hoofbeats and voices noisily approaching from the southwest. It was the party of Rangers and peace officers riding in from their unsuccessful scout. The raiders had slipped away in the darkness carrying a number of their wounded, leaving 10 dead. Of the party at Norias, one Mexican woman had been killed at the section house, and there were four wounded in the bullet-torn headquarters.

The next morning the raiders were followed as they headed south toward the Rio Grande, but they were not caught. Some of them had been identified, however; and more than a dozen were later tracked down and killed.

Within the next six months there were in the immediate area 26 recorded clashes with Mexican incursionists. They derailed two trains and shot and robbed victims of the wrecks. There were bloody ambushes, running battles in the brush, brutal shootings of helpless captives.

Guards and fence riders patrolled; ranch bosses never went out unarmed. Bob Kleberg said later, "We were careful, riding or even standing around in camp, about who came up behind us."

IN the years that followed World War I, the long life of the famed matriarch of the Santa Gertrudis had a quality of legend. As her age advanced beyond 90, the frail figure in widow's black seemed invested



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DICK KLEBERG, the oldest son of Robert J. Kleberg, was a livestock expert, lawyer and Texas congressman from 1931 to 1944. After the King Ranch corporation was organized, he was board chairman until his death in 1955. His son, Dick, is second in charge of the ranch to his Uncle Bob.

KING RANCH CONTINUED

with the stateliness of a lone survivor from a former chapter of history. Henrietta King lived out the last of her years in an unassailable calmness "with a hope full of immortality as my change draws near."

Death came to her at the age of 92, about 10 o'clock on a spring night, March 31, 1925.

Her body lay in state in a bronze casket in the flower-banked big front room of her great house while, from the farthest corners of far South Texas pastures, there began a great convergence upon the Santa Gertrudis. Men came with their wide-brimmed hats in their hands. They brought their wives who dabbed damp handkerchiefs at weather-rough faces. They brought their solemn-eyed children. They parked their wagons and their cars to camp on the grass and under the trees.

All the *Kineños* came. Some of them rode horses two days and a night to arrive on time. An honor guard unlike any other on earth led the slow procession to the cemetery at Kingsville. The ranch's cowboys, nearly 200 of them, wearing their range clothes, riding their range horses, accompanied *La Patrona* upon her final journey.

When the casket was lowered into the earth there was a stir at the edge of the crowd where the bare-headed horsemen stood. They mounted to their saddles. They came reining forward in single file, uncommanded save by their hearts, to canter with a centaur dash once around the open grave, their hats down at side in a salute to Henrietta King. Then her vaqueros rode away in the silence, toward the herds they had watched for her, and would go on watching.

[ED. NOTE: Mrs. King left 997,444.56 acres of land and a net estate appraised at \$5,405,941.99. Her will established a 10-year trusteeship, and a subsequent division of her property among several heirs. During the trusteeship, 1925-1935, Bob Kleberg emerged as the dynamic and dominant figure in the ranch's management. His father, the elder Robert, died in 1932. In 1933 the trustees of Mrs. King's estate granted to the Humble Oil & Refining Company exclusive drilling rights on King Ranch lands. The first oil was discovered on the property six years later. There are now more than 650 oil and gas wells on the ranch, adding very largely to its income.]

In 1931 the King Ranch became involved in a bitter controversy over the building of a state highway through Kenedy County. The proposed route passed for 15 of its 50 miles across the King Ranch's Norias Division. At the beginning Bob Kleberg stated that he would accede to public demand, and he prepared to donate to the state a 100-foot-wide right of way.

State engineers then questioned the feasibility of construction through the heavy drifting sands along the route. As a substitute, Kleberg proposed a seashore highway up the entire length of Padre Island, which would offer the shortest, straightest route to connect Brownsville with Corpus Christi. A majority of the big ranchers in Kenedy County came to the conclusion that a paved route across their lands was to them neither necessary nor desirable.

After two hard years of damnations and recriminations the ranchers consented to the original route across their pastures. The right of way was deeded without cost to the state in 1933.

At the height of the storm the *Houston Press* coined a phrase with a headline: TEXAS' WALLED KINGDOM OF KENEDY—*Cattle Princes*

CONTINUED

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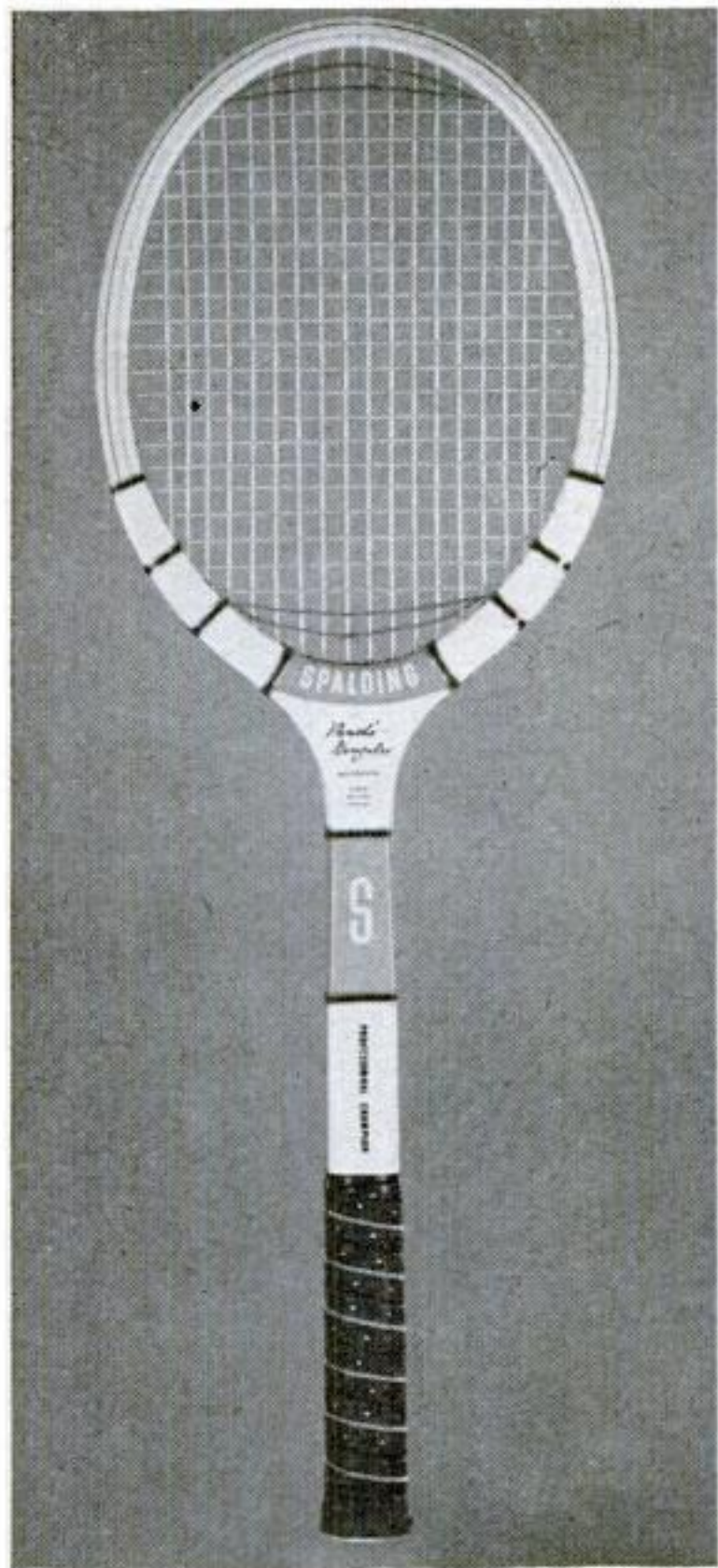
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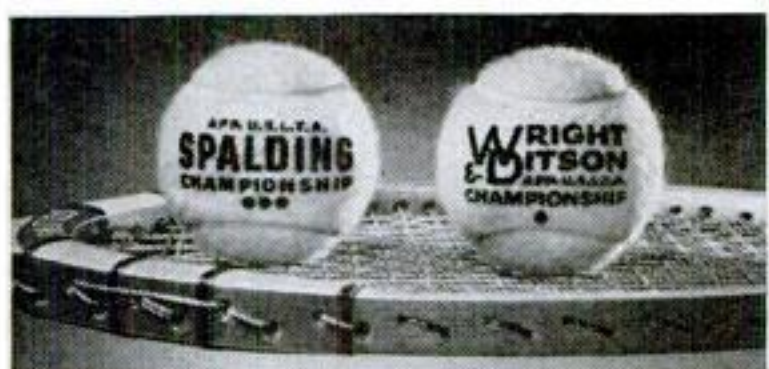
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THE BIG DISCOVERY of water from artesian wells was made in 1899. Here Kleberg watches the water pour from drill pipe.

KING RANCH CONTINUED

Bar Way with Barbed Wire While Valley Begs for Highway. The "walled Kingdom" phrase outlasted the contention that created it, and became attached not to Kenedy County but to the King Ranch.

The epithet and its implications derived from the fact that the ranch in spite of its size stoutly maintained its rights against trespass. Its fence, built to protect its livestock, also enclosed a patrolled state game preserve. The ranch's self-imposed hunting regulations were far more stringent than state game laws. The results were apparent in the flourishing wildlife on its pastures.

The physical presence of frequently patrolled King Ranch fences along scores of miles of public highways evoked a warped collection of local tales about dire punishment said to be awaiting intruders. In 1936 much publicized circumstances surrounding the disappearance of two men in the King Ranch vicinity lent a specious measure of substance to the old rumors.

A 57-year-old farm worker named Luther Blanton and his son John, 24, lived in the hamlet of San Perlita, two miles from the west fence of the game preserve on the Sauz Ranch [a part of Mrs. King's estate which was administered by the King Ranch]. On the afternoon of Nov. 18, 1936, the two Blantons went out with their guns, presumably to hunt. Mrs. Blanton later stated she heard three distant shots some time after her husband and son left. When her men failed to return that night, she notified neighbors and a search began.

The identity of the Blantons' tracks, or their direction, was never established. Some neighbors hostile to the King Ranch nevertheless set afoot the rumor, then the accusation that the Blantons had met with violence at the hands of Sauz ranch game wardens or fence riders.

The ranch's angry denial was scorned as nothing less than proof of guilt. When the ranch refused demands for a mob entry upon the Sauz premises to search for the Blantons, the people at the Sauz received inflamed threats that an outraged local citizenry would "tear up the fences and burn down the ranch."

The sheriff of Willacy County found no clue to the Blantons' whereabouts. Neither did a company of Texas Rangers who made a series of searches, on and off the Sauz property. A deputized citizens' posse also made a search on the ranch.

The Blantons, living or dead, in South Texas or elsewhere have not been traced. The incidents of that November afternoon have not been ascertained. Continued investigation never uncovered a useful clue. Local discussion of the case, complete with endless varieties of the "inside story," continues to this day, and continues to leave the mystery unsolved.

The Blanton incident was the harsh climax to a phase of King Ranch history marred by controversies in the public eye, and marked by a

CONTINUED

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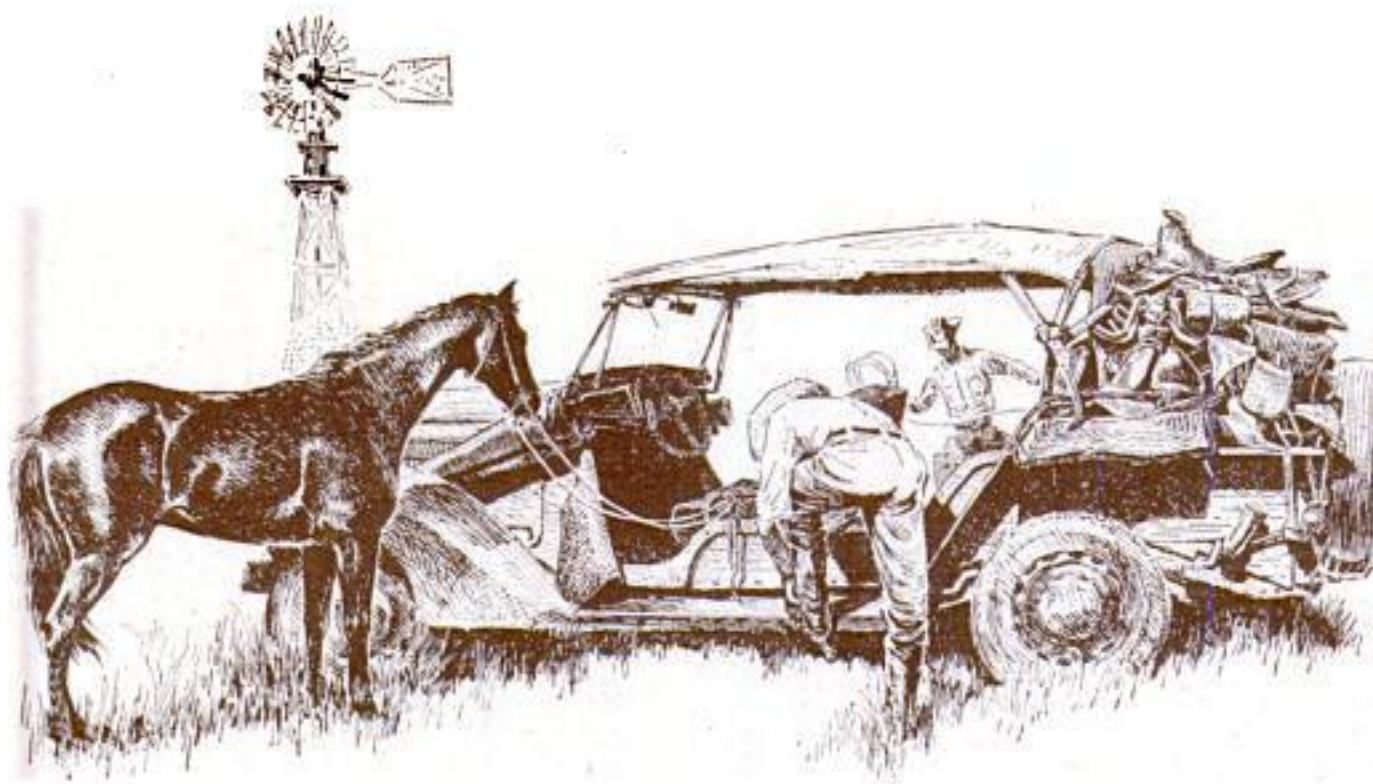


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THE COMING OF THE AUTO speeded ranch operations by providing fast
transport from camp to camp. But cowboys still do close work on horses.

KING RANCH CONTINUED

skeptical, often hostile, press. Contentions and antagonisms began to
ease in 1937. From the trying period of trusteeship and transition, a
King Ranch emerged in the modern guise of a business corporation
with vast interests, multifold ramifications, public obligations—and
unique achievements in livestock breeding and range improvement.

By 1915 Manager Robert Kleberg had established at Mrs. King's
ranch the largest purebred Shorthorn and Hereford herds in the United
States. He was understandably proud of them, and he became re-
luctantly aware that these two British breeds, superbly adapted to
more temperate climates, were not the ideal stock for subtropical
rangelands.

A few of the tough and prolific Brahman cattle from India were
creating notice in East Texas at the turn of the century. These big
beasts were often vicious, hard to handle, and they lacked quality as
fine beef, but they were adapted to tropical heat, they had immunity
to insect pests, and they demonstrated an ability to fend for them-
selves on coarse or scarce pasturage. The first Brahman blood arrived
on Mrs. King's ranch in 1910, in the form of a huge black half-bred
Brahman-Shorthorn bull.

Robert Kleberg Sr. placed this bull in a pasture with purebred
Shorthorn cows. The next several seasons it became apparent that
this experiment had produced the best range cattle for hardihood,
size and ability to fatten yet seen on the ranch.

Meanwhile cattle of Brahman blood were becoming more easily
available. In 1918 the senior Kleberg, at the strong behest of his son
Bob, was able to procure from the leading importer, A. P. Borden of
Houston, 52 selected three-year-old bulls of three-fourths to seven-
eighths Brahman blood.

To initiate a breeding program conceived by young Bob Kleberg,
endorsed by his brother Dick and cousin Caesar, and somewhat hesi-
tantly approved by Bob's father, the Borden bulls were divided and
placed among eight different breeding herds composed of 2,500
excellent purebred Shorthorn cows. Bob's program was highly icono-
clastic—all textbooks deplored the crossbreeding of purebreds. But
by 1918 Mrs. King's ranch faced a vital dollars-and-cents necessity
for a more productive range animal, and the ranch management
felt persuaded that it must take radical measures.

Yet a crossbreed was by no means what the ranch was looking for.
The Klebergs were breeders, not mere multipliers, of cattle. Studying
their first crosses and second crosses, they looked for a type and
they evolved a breeding plan aimed at *fixing* a type—a big and strong,
solid red, heavily fleshed beef producer of about five-eighths Shorthorn
and three-eighths Brahman ancestry. The instrument appeared in the
auspicious shape of an extraordinary red bull named Monkey, sired
by one of the Borden Brahman bulls, Vinotero, out of a Shorthorn
milk cow which carried about one-sixteenth of Brahman blood.

The prepotent great bull Monkey, born in 1920, turned into a
selected breeding herd in 1923, active as a sire until his death in
1932, fixed desirable characteristics so firmly into his offspring—he
had more than 150 useful sons—that through him the Klebergs were
able to create a new breed of cattle. Monkey was the fountainhead
and foundation sire from whose progeny the Santa Gertrudis breed
took shape. It inherits from the Brahman the ability to thrive in great
heat and to graze in scant pasture. From the Shorthorn it derives its
heavy meat-producing qualities.

The United States Department of Agriculture, Bureau of Animal
Industry, in 1940 officially recognized the Santa Gertrudis as a new
and separate breed of cattle—the first and only distinctive breed yet
to spring from this continent.

CONTINUED

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THE ranch's achievement in the breeding of horses has been little less spectacular than its work with cattle. In 1916 Caesar Kleberg visited the establishment of George Clegg, a breeder of Quarter Horses, near the town of Alice, Texas. He purchased a superb sorrel colt. When he grew up, the stallion never received any other name but "the Sorrel Horse," and later "The Old Sorrel."

As a young horse he was trained for the saddle and used hard at working cattle. He displayed such intelligence, such inborn ability and agility as a roping and cutting horse that Robert J. Kleberg Sr. suggested he be tried at stud. This permission was all Bob waited for; he placed the stallion with some of the ranch's best dams, including his own pet saddle mare.

Old Sorrel, a contemporary to the red bull Monkey, became the foundation sire of a distinctive strain of range saddle horses. He changed the character and the quality of the King Ranch's horse stock and influenced the type of the quality stock horse over much of the United States. The King Ranch now has about 2,000 Quarter Horses in its breeding bands and working *remudas*, all bearing blood stemming from their extraordinary forebear, the Old Sorrel.

THE magnitude of the King Ranch operation may be suggested by the number of water wells it requires. There are 381 of them. Each division has a fulltime windmill crew; the ranch continuously employs 25 men on this work.

Brush control began in the early 1890s, and an astonishingly efficient solution to the problem was finally custom built for the ranch in 1951: a giant funnel dozer and root plow powered by dual tractors and weighing 110,000 pounds. The behemoth in a single passage knocks down trees, funnels them under the center of the tractor, leaves the shattered debris in windrows, and at the same time pulls a 19-foot-wide subterranean plow blade which cuts the tree roots below the bud line. The monster destroys about four acres of brush jungle an hour, at an approximate operating cost of \$4 an acre. Other heavy earth-moving machinery owned by the ranch is used for sculpturing and scratching ranges to aid grass growth. A series of retaining and spreader dams are built across 12 of the drainage courses. The ranch has also studied and labored with tangible results at the improvement of grasses. Nico Díaz, the ranch's full-time agronomist, since 1942 has developed and widely planted two important new grasses which have proved hardy and nutritious under adverse range conditions.

The King Ranch pursues a firm policy of cultivating prickly pear. This cactus, frequently berated as a nuisance, is a growth so designed by nature that a field of it is in effect a rich storehouse of livestock feed handily protected and stored up for dry times. When needed, that store may be unlocked simply by burning off the thorns. On the King Ranch the latest pear burner is a jeep, fitted with a trailer containing a 250-gallon tank of butane and a pair of burners fed by two 50-foot hoses. In drought times a four-man crew operating this twin unit burns enough pear each day for 800 head of hungry cattle.

Oil wells on the ranch created a necessity for roads to carry heavy equipment, and the roads, in turn, have radically changed the ranch work. Heavy stock trailers now move cattle from pasture to pasture. Cow camps are mobile units, speedily transported by truck. There are today about 1,200 people living on the King Ranch; the payroll lists 504 employees. Notwithstanding its oil revenue, thoroughbred racing stable and numerous subsidiary ventures, the King Ranch is basically a cattle business: its lifeblood is the cattle on its ranges. Every year since 1936 the ranch has sold more than a million dollars' worth of beef on

the hoof. In 1951, when prices were at an all-time high, the King Ranch's stock cattle sales grossed \$5 million.

In 1946 the ranch bought 4,300 acres of splendid pastureland near Coatsville, Pa., and later enlarged the property to 9,200 acres. Every year now the ranch ships from 4,000 to 5,000 of its best beef steers to the lush grass on the "Pennsylvania Division" where they are fattened to top market condition and delivered by truck without loss of weight to Baltimore or Philadelphia or New York.

A King Ranch livestock operation also flourishes in Cuba, another in Australia and yet another in Brazil. Each is a joint venture with a local company, and each is designed to introduce Santa Gertrudis cattle, to demonstrate and exploit their great utility in lands where climate and range conditions have hampered beef production.

A living balance sheet

NO set of figures in a ledger, no account of physical size or cash valuation, can contain the ranch's rightful significance. Its only true measure is alive, in the reality of the pastures themselves and the life they engender.

Rains have come, ending drought, spilling water from the sky, bringing great seas of grass which now testify to the care this land has had. The strong new grasses sown widespread upon these pastures supplement the native growth, cover the land with a sturdier turf than existed when men first found it.

Its users have been concerned with the beauty as well as with the utility of living grassland. The small evidences of humankind on the immense pastures, whether they be fence lines or petroleum installations, are made unobtrusive; they blend with the landscape behind margins of brush and planted prickly pear. Roads follow easy windings of natural terrain rather than surveyors' geometry.

Wildlife in greatest abundance animates this land. Slender deer move with bounding swift grace toward coverts on the prairie. Coveys of quail break whirring to sail up suddenly from tall tasseled grass. Wild turkeys in flocks preen and strut and gobble, their metallic plumage shining in the mottled sunlight of liveoak glades.

The living spirit that made the ranch pervades the cow camps at roundup, a spirit palpable and pronounced in the vitality, skill, work, fun, gusto shared by Klebergs and *Kineños*, old and young, all of them horseback people *at work* in the bonds of their trade, the strenuous old trade of the range.

There can be few outdoor exhibitions like the handling and cutting of the gathered herd in the open space, the sudden breakaway dart of a snuffy steer, the lashing hellbent run of a hatted centaur through a rattling thorn thicket to turn the fugitive back to the herd; there can be few more exhilarating skills than a horseman's unerring toss of his rope's loop; the bouncing, bawling, dragging of the calves toward the fire where the iron is hot; the order within the seeming confusion of the hustlers afoot, heeling, mugging, wrestling, holding the kicking calves, to apply the "running W" brand—in a 10-ring circus-rodeo with the sky for a tent and continuous music from the bellowing of the herd.

There can be no statistics to convey the ranch's final meaning, the profound sense of surety and strength men find springing from the earth's fruitfulness, from the inerrant cycle of the journeying sun and changing season, from the everlasting chemistry conjoining soil and sky. The final meaning lies in the worthy use of those two primal elements envisioned by Richard King in a new land long ago:

HERDS AND GRASS.

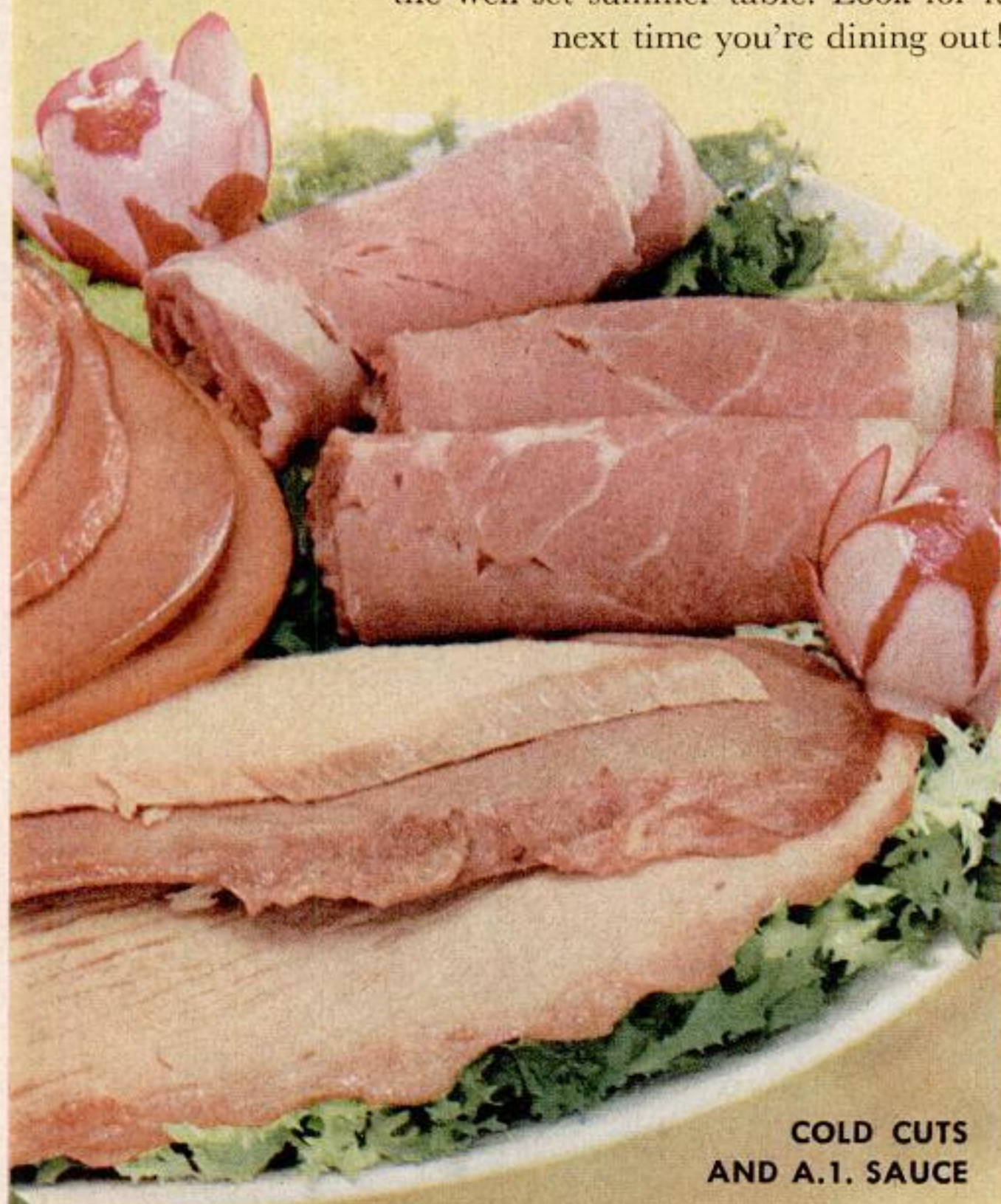


ACROSS THRIVING PASTURES OF SPLENDID GRASS, KING RANCH VAQUEROS MOVE HERDS OF BEEFY SANTA GERTRUDIS CATTLE TO AUTUMN ROUNDUP GROUND

Eat lightly, flavor brightly with **A.1. Sauce**

To give livelier flavor to summer salads, to brighten up bland cold foods . . . A.1. is Rule 1 with cooking artists. And on cold cuts, the herb-and-spice richness of A.1. Sauce adds just the right *brisk* touch they need.

In homes, in restaurants, A.1. Sauce is a basic part of the well-set summer table. Look for it next time you're dining out!



**COLD CUTS
AND A.1. SAUCE**
Natural go-togethers!



TOSSED SALAD

with French Dressing à la A.1.

Rub salad bowl with garlic, fill with any combination of salad greens. Add 1 tablespoon A.1. Sauce to each $\frac{1}{4}$ cup of your favorite French Dressing, blend well. Pour over salad and toss. That zesty A.1. flavor really *does* something for a salad! Something *wonderful*!

ZIPPY MAYONNAISE

Serve with tomato if desired, or with any seafood or vegetable salad. Just add 1 tablespoon tangy A.1. Sauce to each $\frac{1}{4}$ cup of your favorite mayonnaise or salad dressing.



MEAL-IN-ITSELF TOMATO

with A.1. Cottage Cheese

Lunchtime favorite! Slice tomato crosswise into three sections. Spread two bottom slices with $\frac{1}{2}$ cup cottage cheese blended with 1 tablespoon A.1. Sauce and $\frac{1}{2}$ teaspoon onion salt. Sandwich together, top with olive slice.



THE A.1. SAUCE COMPANY (DIVISION OF HEUBLEIN), HARTFORD, CONN.

Visit your favorite restaurant

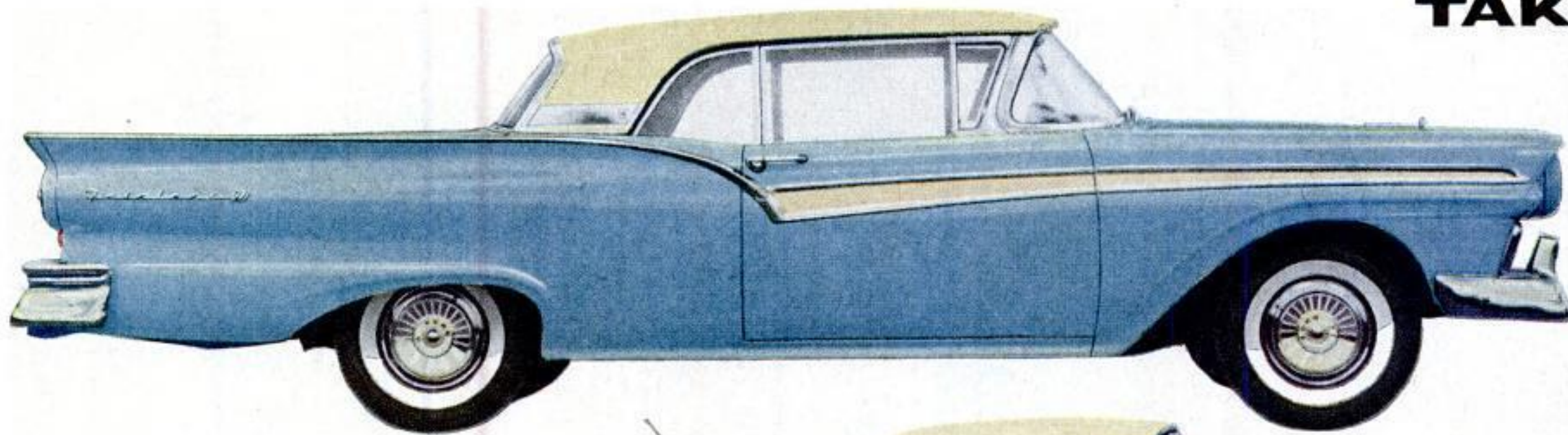


Kraft's

Restaurant

Nothing to buy. Nothing to name.

**8 "FIRST PRIZES"—THUNDERBIRDS OR
TAKE YOUR**



**It's fun to
eat out with
the family**



Fun for all the family! And how Mom will appreciate the vacation from meal planning, serving, and those dirty dishes! There's a restaurant serving just what you want that fits any mood and any family budget. How about going out to eat with the family this week?

Kraft has planned this big Sweepstakes so it will be easy for *everyone* to enter. Just fill in your name and address on a Kraft Restaurant Sweepstakes entry blank and mail it. (That's all! You *don't* have to buy a meal to enter.) Keep your fingers crossed if you wish—your name may be drawn as the **WINNER** of one of the new Ford Skyliners or Thunderbirds. Or you may win one of the other 1,100 prizes:



TWO GUIDES TO

One is the NRA symbol. It identifies 60,000 good restaurants where you may enjoy fine foods at attractive prices.

any evening or Sunday. Get in on

\$50,000.00

Sweepstakes

Just sign an official entry blank.

FORD SKYLINERS— PICK!



FORD SKYLINERS

The newest, new kind of Ford . . . world's only Hide-Away hardtop! One minute the "Skyliner" is a snug, all-weather hardtop . . . and with the dashing lines of a Victoria. Touch the magic button and the "Hide-Away" roof vanishes into the rear deck . . . and you're sitting proudly in a dreamy convertible.

FORD THUNDERBIRDS

The latest version of America's most exciting car. The Ford Thunderbird is known for the distinction of its style. Has all the ease and comfort of a "boulevard" ride while retaining the control of a sports-type car. Gives you a new lease on driving fun. Top 8 winners have choice of Ford Thunderbird or Skyliner.

1,100 OTHER PRIZES




100 meal tickets \$100 each
1,000 meal tickets \$10 each

Win one of these prizes and you can enjoy eating out without having to reach for your money. Take the family and friends—have one big party. Or spend your meal ticket over a number of meals. Restaurants everywhere will cash these winning tickets. And in restaurants of your choice everywhere you'll find a variety of those same wonderful Kraft foods you enjoy at home.

Restaurants today are doing everything to make eating out more attractive than ever for the whole family. That includes pleasant surroundings and wonderfully varied menus. It also means the serving of many of those fine Kraft foods your family enjoys. Stop in at a restaurant real soon and obtain an entry blank for Kraft's \$50,000.00 Restaurant Sweepstakes. Lots of luck to you!

GREAT EATING!

The other is the famous  symbol of Kraft. It identifies over 300 quality foods, many of which are served in popular restaurants.



**SWEEPSTAKES CLOSES AUGUST 31
GET ENTRY BLANKS NOW**

Here's all you do

1. Get an official Kraft Restaurant Sweepstakes entry blank at any participating restaurant on any evening or Sunday.
2. Fill it out with your name and address and mail it. (It's already addressed for you.) You do not have to buy a meal to enter.
3. You may enter the Sweepstakes as many times as you wish provided that you send only one entry form for each visit to a restaurant.
4. Sweepstakes is open to everyone in the continental U.S.A. except employees of Kraft Foods, Kraft's advertising agencies, restaurant personnel and members of their families.

5. This promotion is subject to federal, state and local regulations. Sweepstakes entries cannot be accepted in any area in which this type of promotion is prohibited. Contest closes midnight, August 31, 1957. Drawing will take place immediately thereafter.
6. List of winners supplied to anyone upon application with self-addressed envelope.
7. Entries must be postmarked no later than 12 midnight, August 31, 1957. Kraft is not responsible for entries delayed or lost in the mail.
8. Decision of judges is final and no correspondence can be entered into regarding decision.



Maternity nightgown and peignoir by Sybil Connolly. One of a series created for The Mennen Company.

To Every Lady-in-Waiting*

The best prenatal decisions are
made with your doctor's help

"Natural childbirth" or anesthesia? "Rooming-in" for baby or not? Bottle or breast-feeding? Your doctor knows which are best for you *and* your baby. And he can help you with another prenatal decision: which baby skin care products to buy. Ask him about *Mennen Baby Magic*, the lotion used in so many leading hospitals, and by more mothers than any other!

Baby Magic not only soothes the newborn's skin . . . it actually prevents diaper rash, chafing and chapping when used regularly. It's a must for the modern nursery . . . as are pure, pure Mennen Baby Powder and Baby Oil!

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, \$1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 33¢, 59¢.



BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 53¢, \$1.

ALL PRICES TAX FREE

for
babies
it's
Mennen

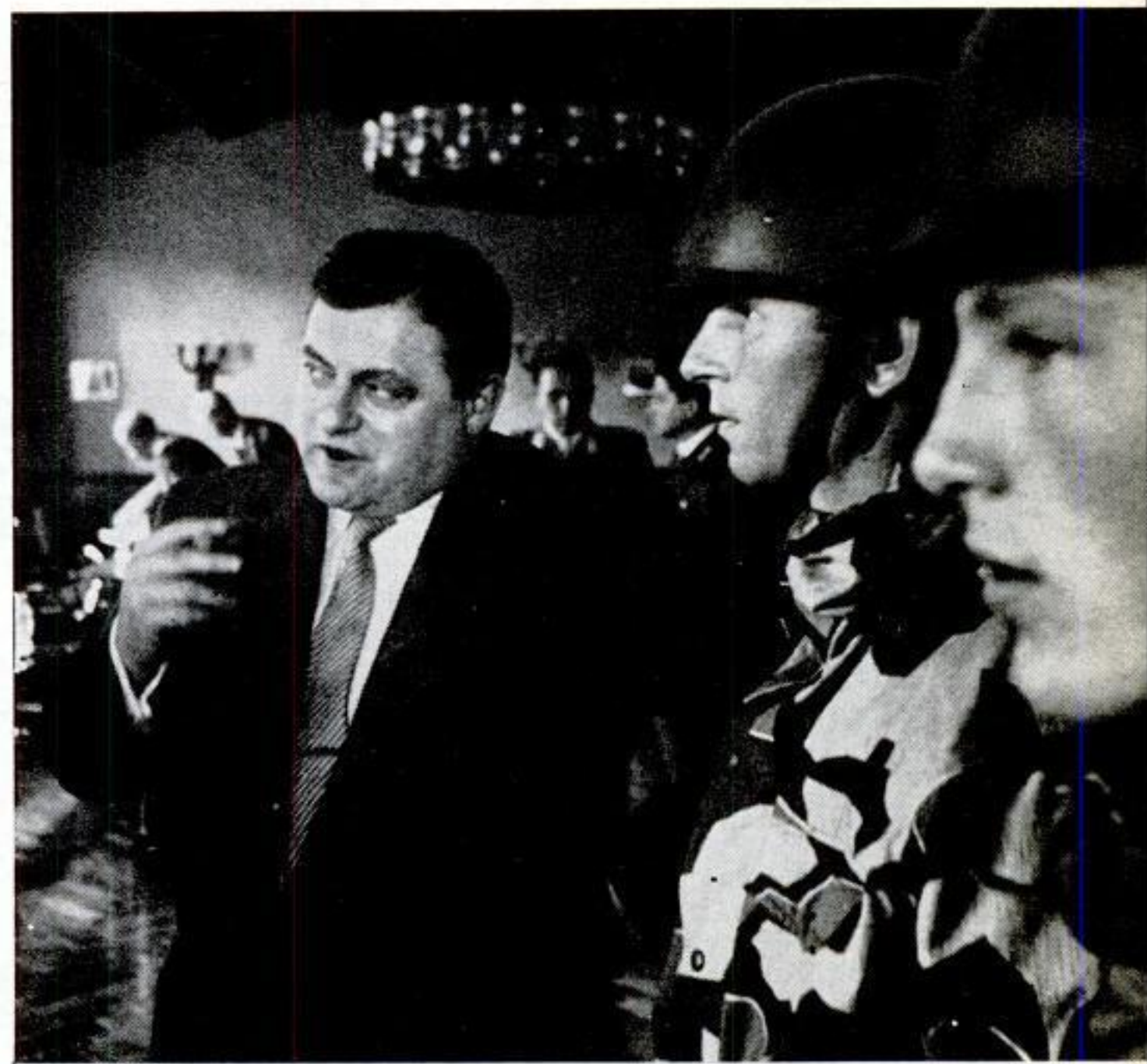


IN BAVARIAN ALPS STRAUSS TELLS NEW SOLDIERS OF A MOUNTAIN DIVISION, STILL IN CIVVIES, "YOU WILL HAVE IT HARD BUT YOU ARE THE ELITE"

German Army's Rebuilder

WE Germans may have lost the war," says West Germany's Defense Minister Franz-Josef Strauss, "but we didn't lose our brains." As the man in charge of the tremendous—and controversial—task of rearming his country, Strauss finds plenty of use for his own agile brains. He wants West Germany to have efficient fighting troops featuring an air force armed with tactical atomic weapons. "We do not want the Germans to be foot soldiers to America's atomic knights," he explains. Last week, as the first three of 12 promised German divisions were delivered to NATO command and the first submarine for the new West German navy was launched at Kiel, Strauss was well on the way to his goal of having German arms trusted by the West and respected everywhere.

The son of a Munich butcher, Strauss was an artillery lieutenant in World War II. In 1945 he helped found the Bavarian affiliate of Konrad Adenauer's Christian Democratic Union and has since risen rapidly because of his energy, earthy humor, somewhat demagogic oratory and strong executive talents. In a country where age tends to be equated with wisdom, Strauss at 42 is too young to be the 81-year-old Adenauer's immediate successor, but he may well be the next chancellor after that. His future depends largely on how well he manages to assuage the West's old hates, fears and suspicions of Germany. So far Strauss's new West German army looks democratic, and this in itself is a major accomplishment.



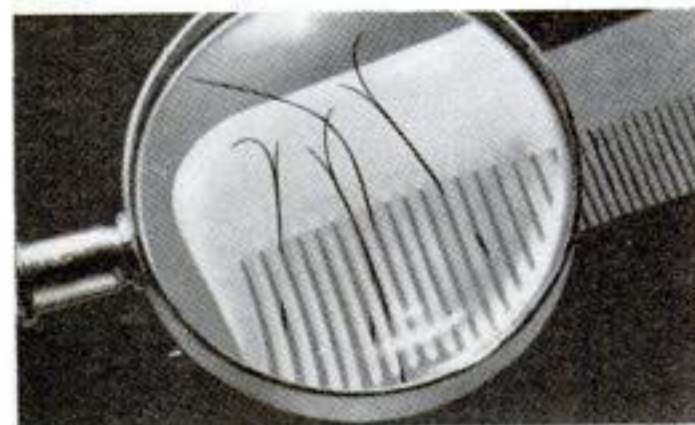
ON VISIT to the First Mountain Division, Strauss inspects new German camouflage uniforms.

"The new democratic boots have rubber soles instead of hobnails. They do not permit heel-clicking or the reverberating sound of traditional marching."

Unique new shampoo gets rid of EMBARRASSING DANDRUFF without harsh medication!



WON'T dry hair!



WON'T split ends!



WON'T leave medicinal odor!

can brighten hair
as much as 35% too!

No Other Shampoo Does Both For Your Hair
This Faster, Safer, "One-Lather" Way

- ✓ New Fitch Dandruff Remover Shampoo is so effective no harsh, medicated ingredients are needed. Actually floats away dandruff—quickly, thoroughly!
- ✓ Only shampoo *guaranteed* to remove dandruff—even with one safe, easy lathering—or money back! Relieves "dandruff itch" too. Leaves a healthy scalp.
- ✓ Fitch can also *brighten* hair as much as 35%! Only special dandruff treatment and rich shampoo combined in a clear liquid that doesn't leave dulling film.
- ✓ Wonderful Fitch contains no sulphur, no harsh medication! Won't dry hair, won't split ends, leaves no nasty odor! Gentle enough to use for *every* shampoo. Thus dandruff never need be a problem again!

FITCH
dandruff remover
SHAMPOO



BONADETTES



**STOP
CAR
SICKNESS**

nausea, dizziness, vomiting
in cars, planes, trains, boats!

Just one dose of delicious, melt-in-your-mouth BONADETTES prevents carsickness, airsickness and seasickness for 24 hours. No water needed!



At all drug stores...
Get 24-hour relief with
TRAVEL-TESTED BONADETTES



HAVE FUN!

but
when
you
"over-do"
it...

massage with

dermassage

COMPLETE SUMMER SKIN CARE
for ALL the family!

SOOTHES aching "Summer Muscles."
HEALS dry, irritated, itching Skin.
RELIEVES sunburn, peeling Skin.
COOLS, comforts hot, burning Feet.
"AIR-CONDITIONS" your Skin!

Used Daily by Over
300,000 NURSES!

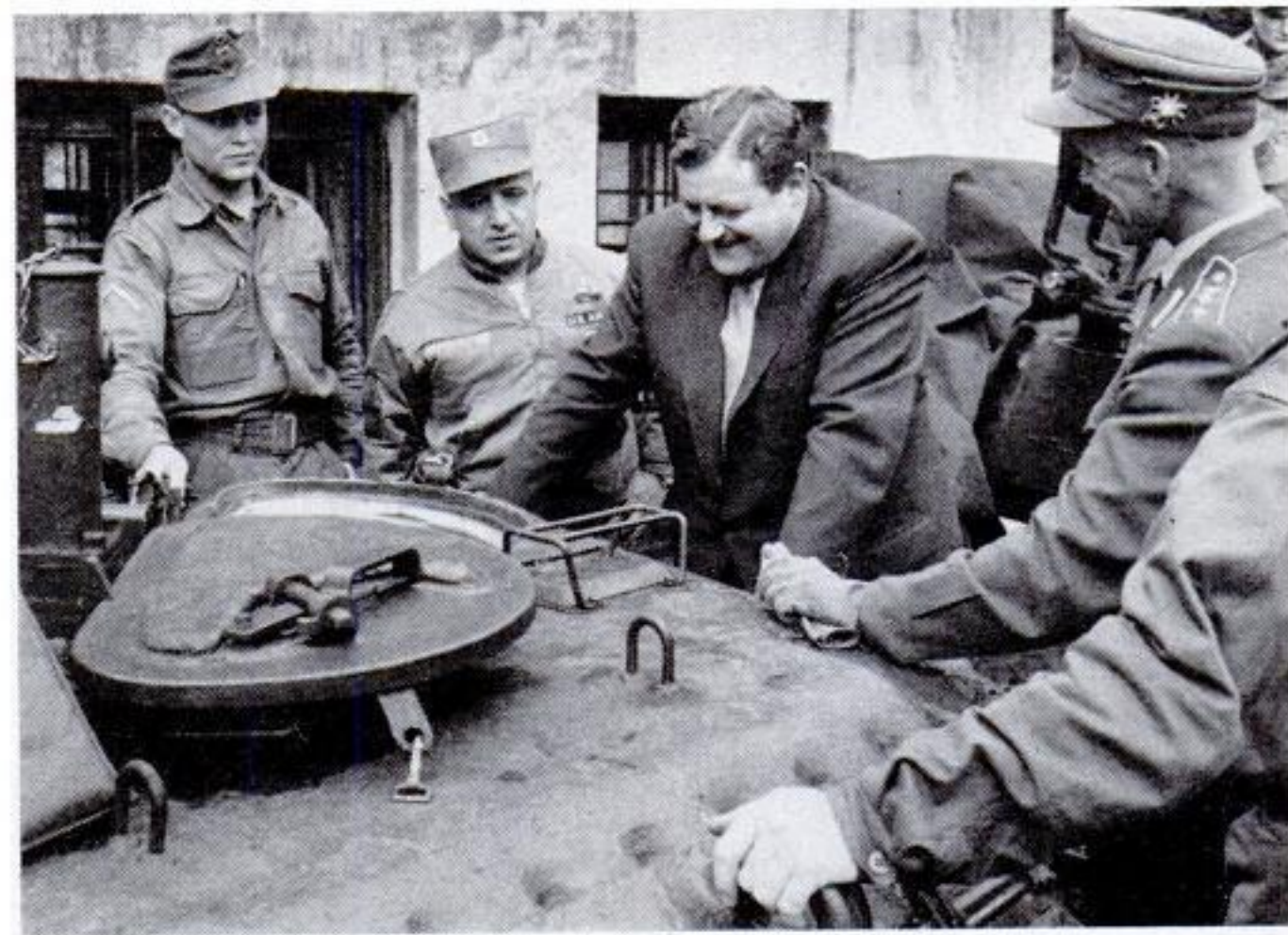
Summer Special!
**FREE
DISPENSER**
with Family
Economy Size
Only \$1.49

NO FED. TAX
MONEY-BACK GUARANTEE!

AT LEADING
DRUG COUNTERS



STRAUSS CONTINUED



INSPECTING an M-47 tank given to First Mountain Division, Strauss likes results of the military assistance program.

"We wouldn't be where we are now if we hadn't been helped by U.S. military assistance and advisory groups. I have never seen more perfect cooperation at any time."



MEETING U.S. leaders in Bonn, Strauss talks with Minister William C. Trimble (center) and NATO Chief Lauris Norstad.

"General Norstad is the type we have to develop: the over-all general. The old categories, strictly separated from each other—army, navy, air force—will no longer exist."



NEW UNIFORMS, examined by Strauss, are (from left) army private, air force sergeant, navy petty officer and seaman.

"A good soldier is good even in a bad uniform. But we are not going back to the old Wehrmacht style or cut. The new ones resemble American, British and French uniforms."



Captain Peterson of Eastern Air Lines learned to fly with the U. S. Marines in 1930. While on leave from Eastern during World War II he returned to fly with the 2nd Marine Air Wing in the Pacific... and today is a Colonel in the U. S. Marine Corps Reserve. Captain Peterson figures he flies over a quarter of a million miles a year for Eastern Air Lines with Sinclair Oil... not to mention the miles he drives with Sinclair Oil in his own car. Altogether, Eastern Air Lines pilots fly a distance equal to 4000 times around the world every year using Sinclair Aircraft Oils *exclusively*.

CAPT. VERNON PETERSON FLIES A QUARTER OF A MILLION MILES A YEAR WITH SINCLAIR OIL

Do as the Airlines do—choose Sinclair...the best oil for your car

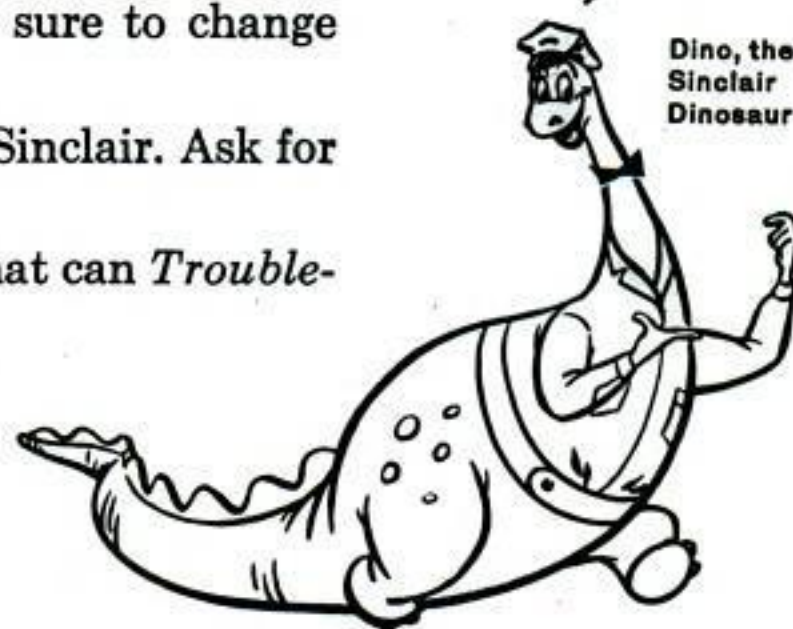
Did you know that nearly half the aircraft oil used by major scheduled airlines in the U.S. comes from *one* company...Sinclair!

Today, the same Sinclair Research that developed top-quality aircraft oil now brings you a revolutionary new motor oil for your car...an oil that lubricates so well, it can *trouble-proof an engine for 100,000 miles!* Just be sure to change the oil regularly at safe intervals.

To take the best care of your car, do as the airlines do — choose Sinclair. Ask for Sinclair Extra Duty Triple X Multi-Grade.

25,000 Sinclair Dealers in 36 states offer you the new motor oil that can *Trouble-Proof An Engine for 100,000 Miles.*

DRIVE WITH CARE
AND BUY SINCLAIR



Grab
your
bag
and
GO!



The weather's fine, the forecast's bright, the time is ripe—to get up and go where you want to go, do what you want to do! What in the world should keep you from having a wonderful time, any time you choose? Surely not monthly difficulties, not when Tampax is so available.

Tampax® is the modern sanitary protection that helps you live your life without worry about "problem days." It's so comfortable, because there's nothing to chafe or bind... so cool, because it's worn internally... so sure, because nothing can show and no one can know! Not even telltale odor can form!

Tampax is the last word in daintiness! Light as a powder puff, it's made of pure surgical cotton, compressed into smooth, easily disposable applicators—so that your hands don't ever have to touch it!

You can tuck away a whole month's supply of Tampax in the side pocket of your grip—and off you'll go on your unscheduled flight to freedom! Do it now. Try Tampax. You'll never want to use anything else! Choice of 3 absorbencies (Regular, Super, Junior) wherever drug products are sold. Tampax Incorporated, Palmer, Mass.



TAMPAX INCORPORATED, Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

() REGULAR () SUPER () JUNIOR

Name _____ (Please print)

Address _____

City _____ State _____

STRAUSS CONTINUED



STRAUSS greets German Air Force Chief Joseph Kammhuber while Inspector General Adolf Heusinger (center) looks on.

"Our air program has been delayed by the difficulty in setting up enough airfields. People fear that if an airfield is near, they will be one of the first Soviet targets in case of war."



WITH BRIDE Marianne, Strauss clinks glasses at wedding last month. Miniature truck is from brewery of bride's family.

"I had to miss some of my own wedding festivities because 15 young recruits died in an accident on maneuvers and I went to the scene. I usually work 16 hours a day."



AT HIS DESK Strauss tackles papers. Until he became defense minister last October he was minister of atomic affairs.

"We face a lot of difficulties. It is absolutely impossible to please everyone. I cannot build an army stronger than Russia's and weaker than Luxembourg's."

SKIN RASHES Ruin Summer Fun

Prevent Heat Rash, Chafe with Mexsana

Just shake on Mexsana Powder—and feel fresh all over, all day long! It's gently medicated, checks irritating skin surface bacteria. Relieves minor rashes, athlete's foot itch. Pure cornstarch base clings close to skin—guards against clothes and shoe rub. Used after every change, prevents baby's diaper rash, too. 39¢, 79¢, \$1.29 at all drug counters.

World's Largest
Selling Medicated
Family Powder



MUSCLE PAIN, STRAIN Rub On MUSTEROLE



Amazing pain reliever, GM-7, plus stimulating oil of mustard speed soothing "baked heat" comfort. For stiff neck, sore shoulders, too. Regular and Extra Strong for adults. Also Child's Mild Musterole.



Now Dogs Have "RESISTANT" FLEAS

Sooner or later, all pets have fleas. Until recently, fleas were easily killed by sprinkling ordinary flea or scratch powders... until fleas became resistant to common insecticides. That's why it is not unusual to see a dog scratching even after he's been treated with these flea powders. But scientific PULVEX research has now produced the flea powder to end this "resistant" flea problem... it's New PULVEX Anti-Scratch Flea Powder.

This amazing new PULVEX formula, containing Malathion Plus, is guaranteed to kill all fleas and lice on your pet. Kills ticks, too. PULVEX Anti-Scratch Flea Powder is medicated to stop itching and check fungi; removes "doggy" odors. Your pet will be healthy and happy—completely flea-free and scratch-free!

One treatment protects for seven days or more. In 45¢ and 75¢ shaker-top cans at drug, pet or department stores. PULVEX, Chicago 14, Illinois.

Your barbecue becomes a Banquet...

when the *party-quarts* appear!



Good food, good beer—your favorite brand served deliciously cold in Party Quarts. These big bottles hold the cold longer from first glass to last. Matter of fact, No-Deposit Party Quarts keep unserved portions of beer cool 93% longer than 12-ounce cans. Party Quarts are thrifty and convenient. They bring your favorite beer at its best.



So convenient—NO-DEPOSIT quart bottles

No-Deposit quart bottles when you entertain

No-Deposit 12-ounce bottles for individual use

No-deposit glass quarts *keep beer cool 93% longer!*

NO-DEPOSIT, NO-RETURN BOTTLES
AN **I** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

“Mom always says —
any cereal assortment ... as long as it's
Post-Tens!”



DICK SARGENT

MOTHER'S BIGGEST LITTLE HELPER is Post-Tens. Lets you choose just the cereal you want—when you want it. Roasted, toasted, popped or puffed . . . seven delicious cereals, fresh as morning. We say *anybody* can please *everybody*—with Post-Tens.



“ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER”





AS UNWED MOTHER IN GERMAN FILM, "THE RATS," MARIA SCHELL ACTS ONE OF TRAGIC ROLES THAT MADE HER A STAR. HERE SHE LAMENTS SELLING BABY

TEARS PAY OFF FOR MARIA

Film triumphs abroad win Miss Schell American acting plum in 'Karamazov'

For Maria Schell, life in the movies has been one unhappy ending after another. In a succession of top-notch European films, she has played cripples, castaways and unwed mothers. In *The Rats* (above) she went raving mad after selling her baby to another woman. Through these roles Maria has become Europe's foremost dramatic star and five times was voted Germany's most popular film actress. But she is still virtually unknown to American moviegoers.

This winter she will burst on U.S. audiences in one of the year's most

important films and in a role (see cover) which is considered the biggest acting plum in Hollywood—Marilyn Monroe was supposed to take the part and Carroll Baker urgently wanted it. Maria will play earthy Gru-shenka in Dostoevski's *The Brothers Karamazov*, a \$2 million MGM production in which Yul Brynner is the leading star. The part gives her a chance to show off her dramatic talents as well as her shining natural beauty. It also gives her, at long last, a happy ending. "For a change," she says with some relief, "I play a part on the vital, happy side of life."



CRIPPLED GIRL, played by Maria in *Gervaise*, has few moments of happiness which give way to sorrow when she loses her husband, her lover and her son.



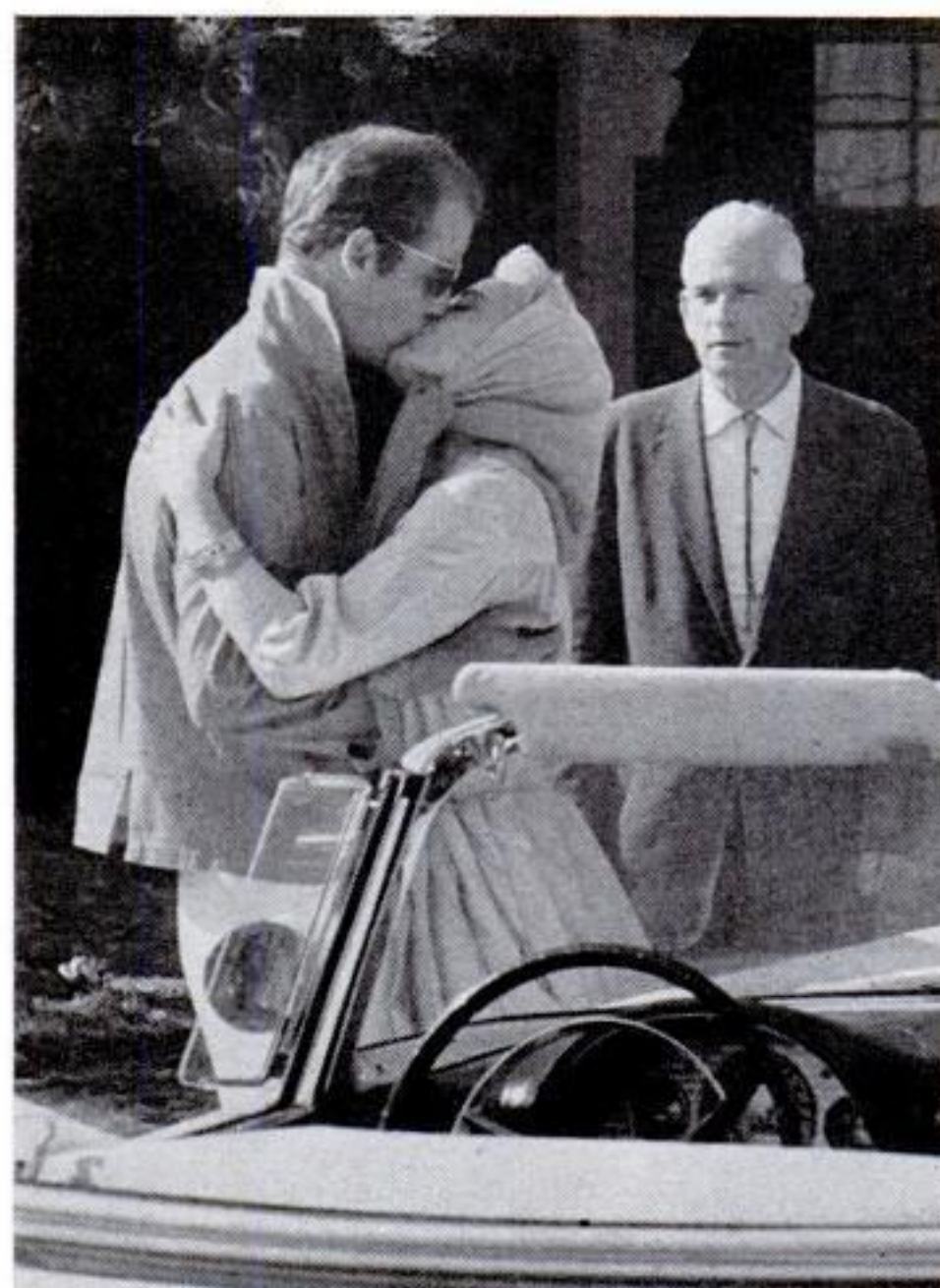
REJECTED LOVER in film, *Liebe*, Maria watches the man she idolized marry her sister. Torn by envy, she drives sister to death by drowning.



GRIM DOCTOR in *Last Bridge*, Maria was Nazi kidnaped by Yugoslav Partisans, later died trying to save their children in epidemic of typhus.



BETRAYED FARM GIRL, Maria yields to a lover in *Rose Bernd*. After losing three men and her baby she moralizes: "One doesn't know anything till too late."



KISS FOR HUSBAND greets Horst Haechler when he picks up Maria at MGM back lot after her day's work.

From foreign screen to Hollywood scene

When Maria first caught the eye of *Karamazov*'s Hollywood Producer Pandro Berman at a cocktail party last spring, he knew so little about her European triumphs (*left*) that he asked to be shown her latest film, *Gervaise*, to see if she could act. What he saw convinced him she could. Maria is the only actress to win top honors at both the Cannes and Venice film festivals, and she has even won an acting award in Japan.

Born 31 years ago in Vienna of Swiss parents, Maria grew up with dramatic ambitions—two brothers and a sister are also actors—and made her first movie at 16. Her work and private life are firmly, and sometimes upsettingly, bound together. She met her future husband, Horst Haechler, when he was an assistant movie director. "We talked of acting for hours and hours," recalls Haechler, "and it was through these endless discussions that we discovered how close we were." On their wedding night last April in Germany, where she has lived and worked for many years, Maria was roused three times by transatlantic phone calls from Hollywood telling her that she had been chosen to play Grushenka. "I came to Hollywood to continue our honeymoon," says the bridegroom wistfully. But in Hollywood (*opposite page*) the upsetting interruptions still went on.



KISS FOR CO-ACTOR is given "Big Don," affectionate 500-pound Himalayan sun bear. In his role in *Karamazov*, he fights the hero, loses, ends up as a rug.



ALONE—OOPS, NOT QUITE. Maria lunches quietly with her husband under a lemon tree as an MGM photographer (*background*) scales wall of the patio

outside their hotel suite in Los Angeles to shoot stills for publicity. Weekends they were able to get some privacy by taking drives into the California desert.



FUSSING OVER HAIR, Maria, Director Richard Brooks, MGM hairdresser try to decide on coiffure.



FITTING SWEATER, wardrobe women give finishing touches to costume for ice-skating sequence.



MARIA LISTENS AS BROOKS ANALYZES DANCE. CHOREOGRAPHER MICHEL PANAIËFF (NEXT TO MARIA),

Lots to learn for new role

When Maria plunged into her *Karamazov* rehearsals, she had an advantage over most European actresses. She speaks English fluently—and three other languages as well, which has helped her greatly in making films for German, French, Italian and English producers.

But to take on the character of a 19th Century Russian trollop, Maria had to learn a great many things—from driving a troika to doing a gypsy dance. An earnest artist, she had long discussions with the director and choreographer, trying to make sure that the simple steps of her dance would express Grushenka's rollicking joy in living. "To be alive in your part," she explained, "the character must come out through your skin."

Maria's serious approach to her profession, along with an ability to project herself radiantly through any character she portrays, has greatly impressed Hollywood, especially MGM which has signed her to a seven-year contract.

TRYING HER DANCE for the choreographer (below), Maria explains what it should convey of





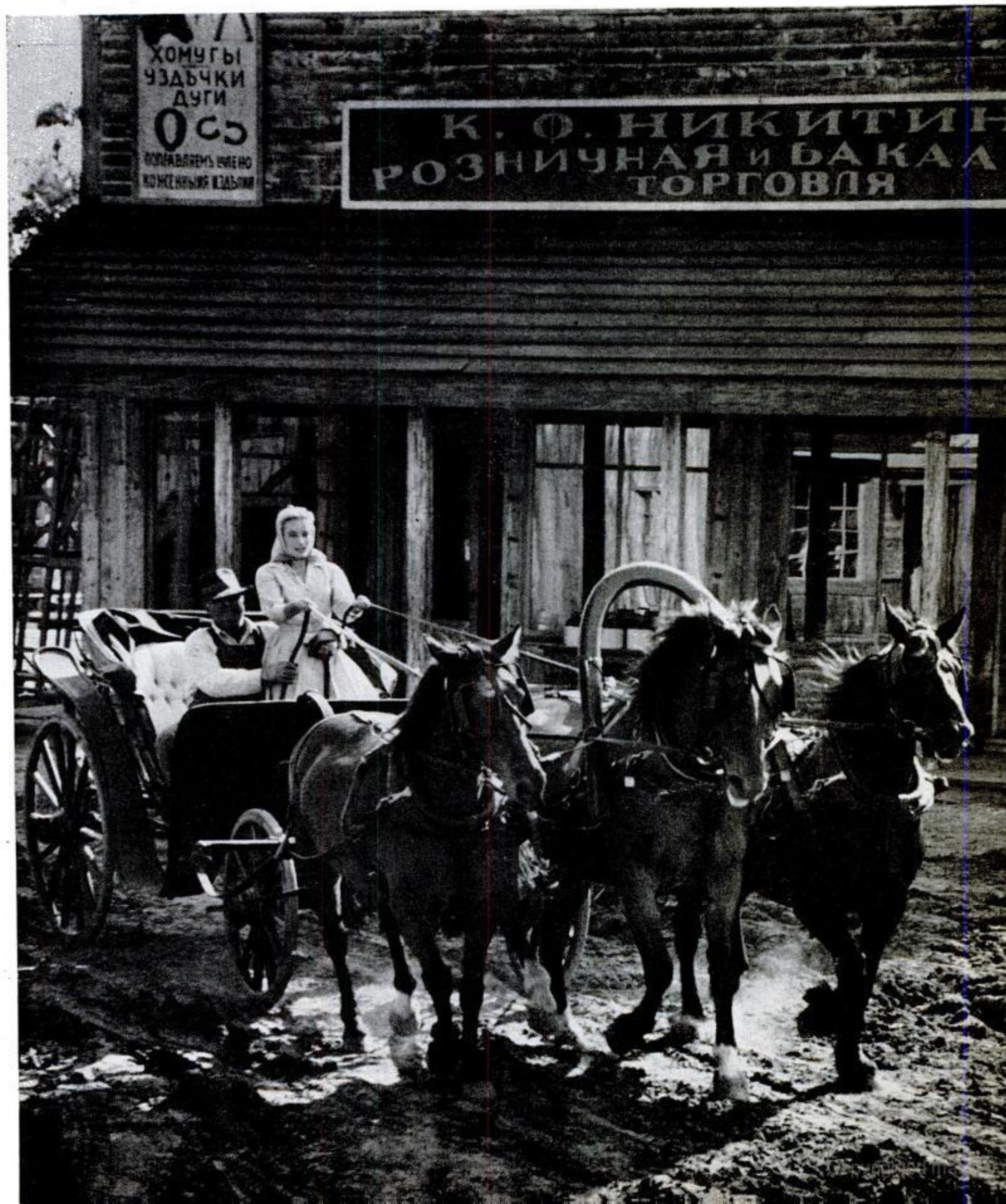
CAMERAMAN JOHN ALTON (WITH HAT) WATCH

Grushenka's fierce passion. Then, cutting loose, she gives her graphic version of a step he has taught her.



LEARNING RITUAL of the Russian Orthodox Church, Maria practices with priest in Los Angeles.

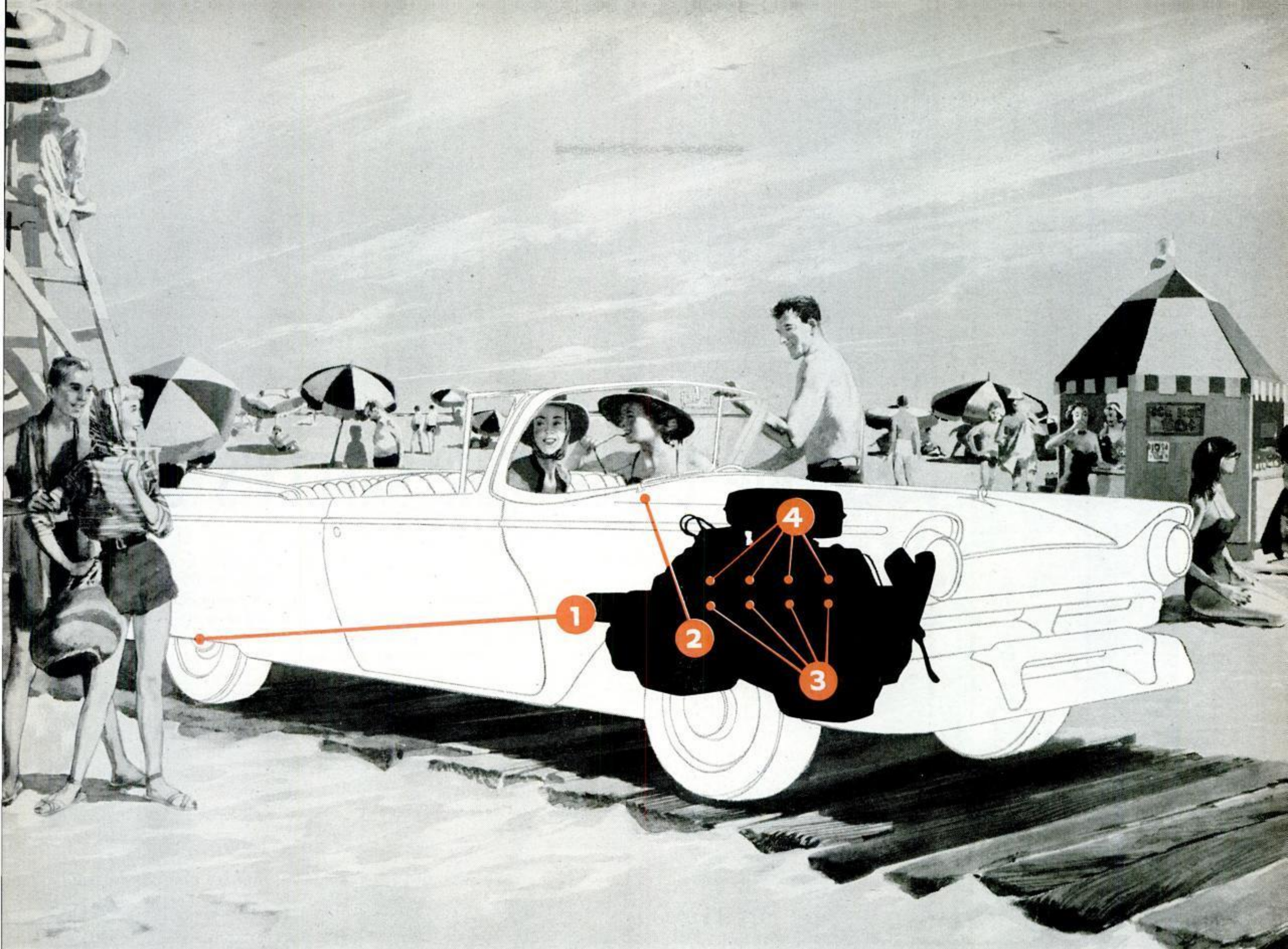
LEARNING TO DRIVE (below), Maria gets lesson in handling troika on "Russian" street at MGM.





EXHAUSTED ACTRESS, Maria collapses on chair after rehearsing skating sequence on studio pond. Surface was artificial composition more like marble

than ice and, according to Maria, "ten times as hard to skate on." Although she was brought up in Austria and Switzerland, she had not ice skated for 24 years.



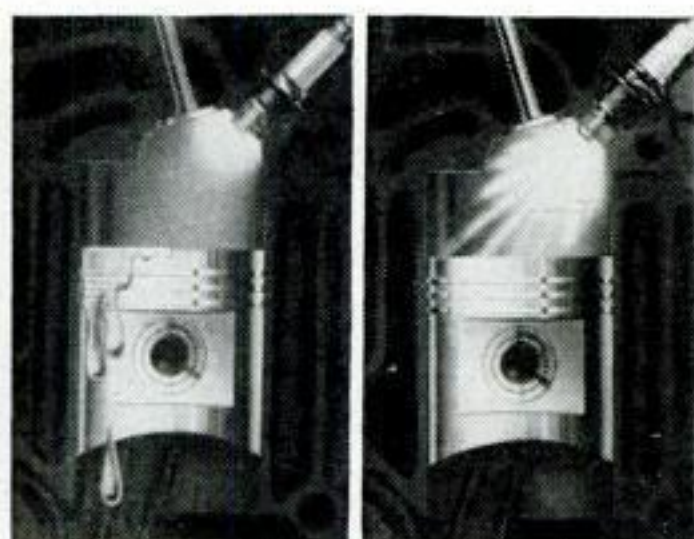
- 1 More road horsepower**—Tests by independent engineers prove new Champions give cars of all makes an *immediate* boost in road horsepower—the real power actually delivered at the rear wheels. Most cars gained from 6% to 31%—for better hill climb and safer passing. No wonder 9 out of 10 racing drivers—like Cotton Owens, who won the Grand National at Daytona in a 1957 Pontiac—have insisted on 5-rib Champions!

If you haven't changed your plugs in about 10,000 miles—

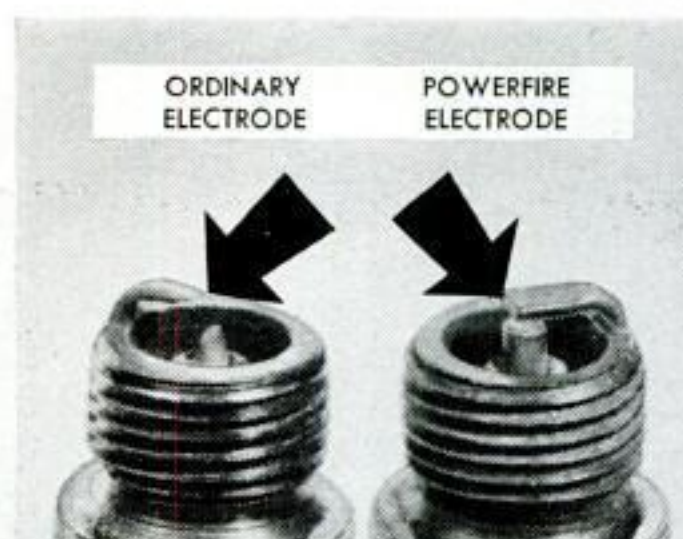
You can make your car 4 ways newer with Champion spark plugs



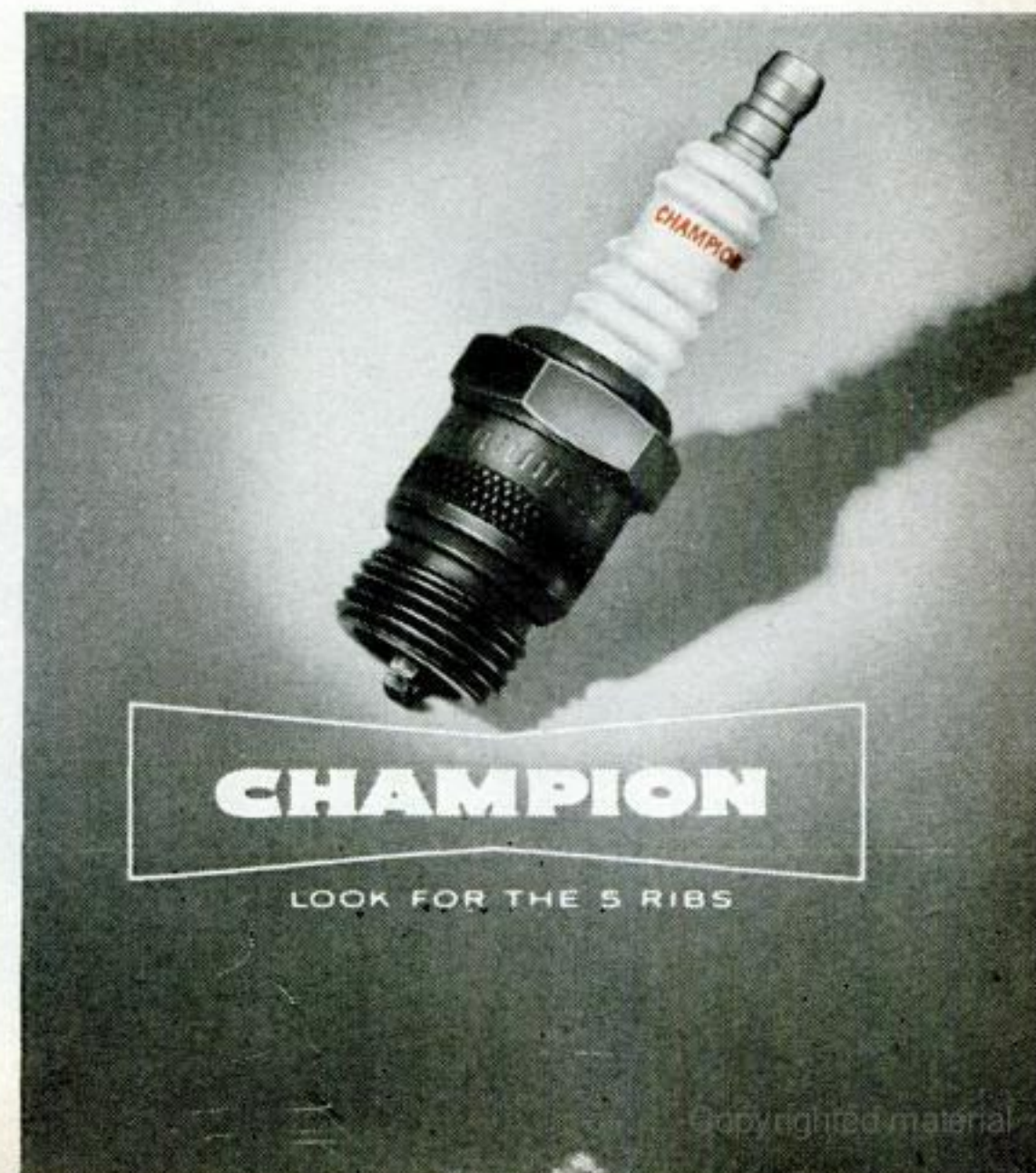
- 2 Quicker starts**—You'll save time and your battery when you put in new 5-rib Champions. Tests with cars whose plugs had gone 10,000 miles or so show Champion spark plugs cut starting time as much as 71%—with an average of 39%!



- 3 Less engine wear**—You can save big repair bills. Old, mis-firing plugs (left) dilute oil with raw gasoline. New, full-firing Champions (right) burn the gasoline . . . protect the oil from dilution. *When changing oil, always check your spark plugs!*

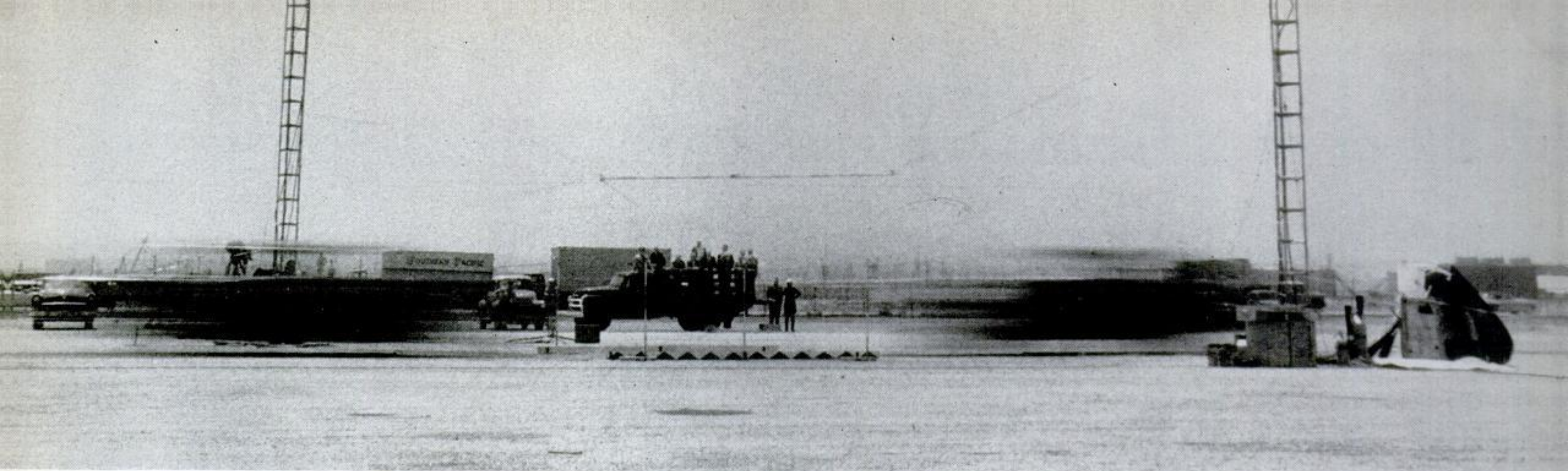


- 4 Lower cost-per-mile**—You get top power and gas economy for life of the plug. As photo above shows, Champion's great new Powerfire electrode stands up better than ordinary types. Whatever car you drive, insist on 5-rib Champions!



CHAMPION

LOOK FOR THE 5 RIBS



STREAKING TOWARD EACH OTHER AT 50 MPH, BLURRED CARS ARE HERE 30 FEET APART. GUY WIRES SUPPORT OVERHEAD CAMERA, ONE OF 12 FIRED BY CRASH



"DEAD" DUMMIES are studied after crash. Rider in rear was "killed" by striking head on ash tray.

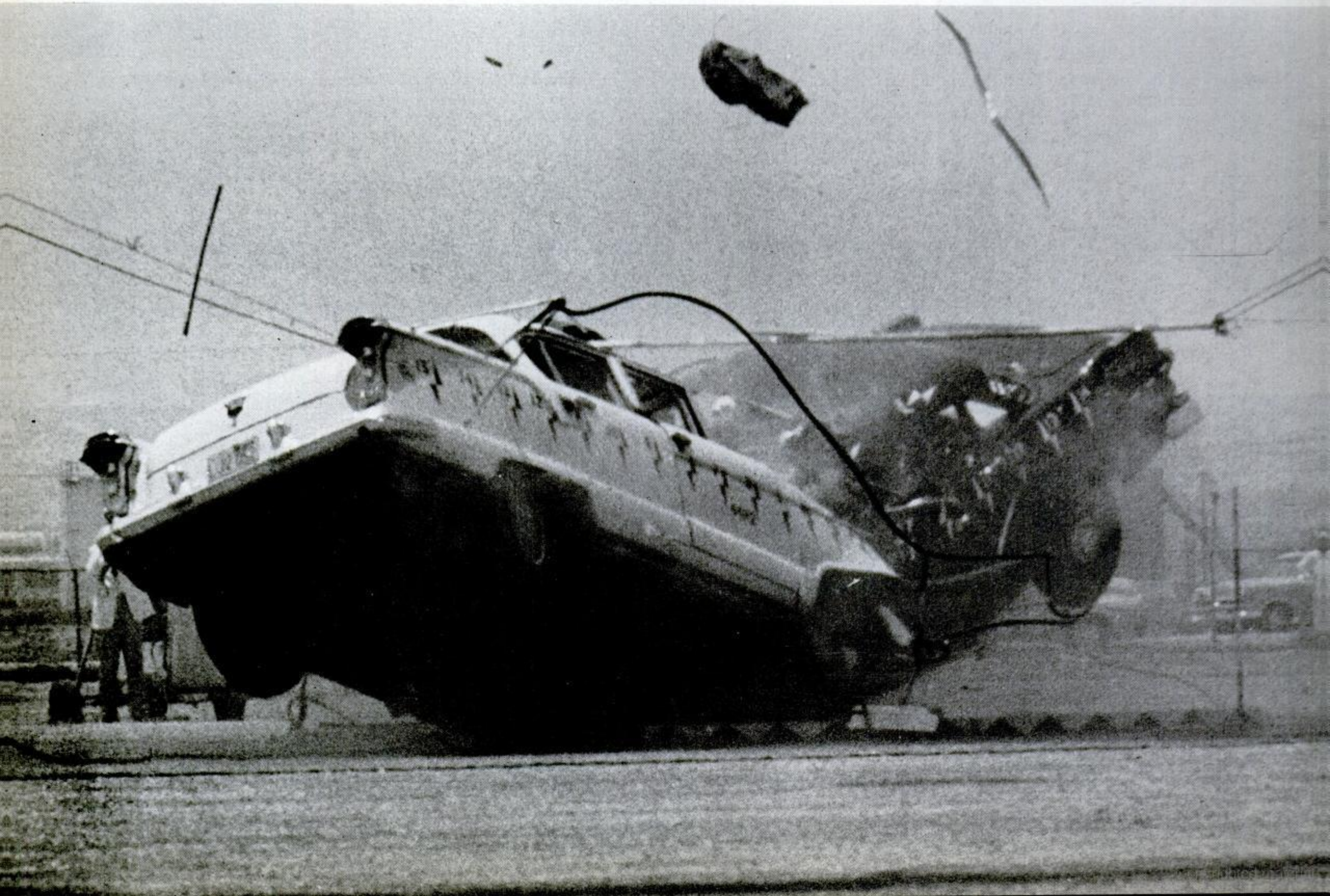
BIG CRASH FOR SAFETY'S SAKE

Recently a 1956 Ford speeding along an air strip near Long Beach, Calif. at 50 mph hurtled into an oncoming Nash traveling at the same speed. This was not another of the 200,000 head-on crashes that kill some 3,200 people each year in the U.S. but one of a series of controlled experiments conducted by the Institute of Transportation and Traffic Engineering at UCLA. Financed partly by the Air Force, which loses more men in car accidents than in the air, the test consisted of propelling the two cars toward each other along a track by an arrangement of pulleys while 13 different types of electronic and photographic devices recorded the fastest deliberate crash ever staged.

The cars were occupied by five dummies designed to react exactly as the human body does. Each limb had the same center of gravity as a human limb, and even the skin had the same compressibility as human flesh. Both cars were demolished, and only one dummy was given any chance for survival.

On the basis of this crash and others studied, the UCLA experts recommend seat belts, removal of all dashboard protuberances, a collapsible steering wheel, headrests to protect the neck and head, and improved anchoring of seats. With these precautions, the experts think, almost everybody would have a chance of surviving almost every automobile accident.

AS TWO CARS PLOW INTO EACH OTHER IN ANOTHER TEST CRASH, REAR WHEELS ARE LIFTED HIGH BY FORCE OF IMPACT AND DEBRIS HURTTLES THROUGH THE AIR





DOUGLASS CROCKWELL

AN ORIGINAL PAINTING FOR FRISKIES BY DOUGLASS CROCKWELL

Strong, healthy... FRISKIES-fed

—the secret is real meat* nourishment at its balanced best

You'll enjoy seeing how your dog takes to Friskies! There's more lean red *horse meat in Friskies than any other single ingredient. Finest quality, too...including choice steaks, chops and roasts.

SATISFIES 2 WAYS. Friskies gives your dog the meaty taste he craves...while providing the carefully balanced diet he must have for

health, strength and vigor. Friskies includes all the vitamins, all the minerals, all the select nutrients that research proves dogs need.

FULLY NOURISHES. Some dog foods simply fill. Friskies fully nourishes...provides up to *twice the nourishment* of dog foods selling for only pennies less. Feed Friskies... and see the difference in your dog!

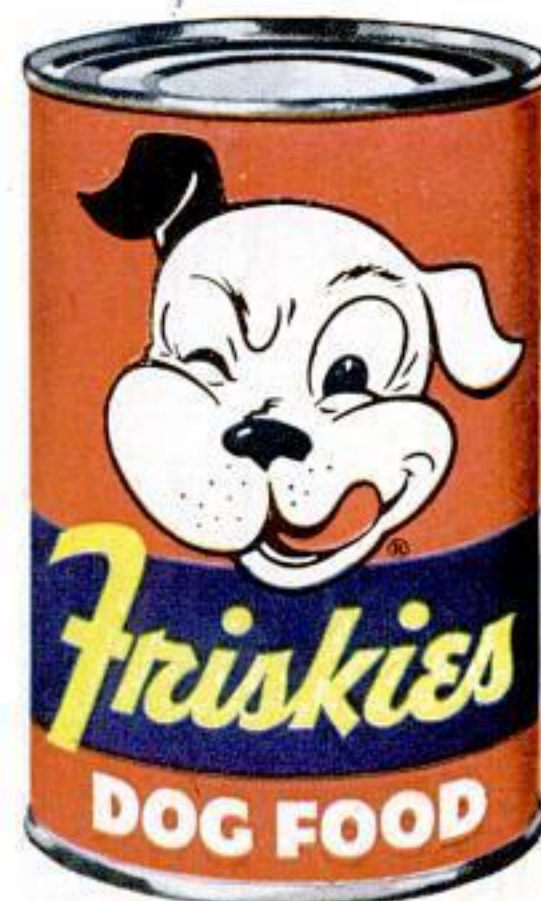


For Variety...Friskies Meal

Quickest, easiest of all to mix. Just add water. Ready at once. A complete dog food. Feed alone, or mix with canned Friskies for an extra taste treat.

Carnation 
quality products

Keep your dog frisky with Friskies



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ALBERS MILLING CO., DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIFORNIA



Extra-good because it's made with extra cream!

Lady Borden Lemon Bisque Ice Cream

A new flavor for midsummer—cool, sweet and sunshiny. It's *most* refreshing! Look for Lemon Bisque in the Burgundy-colored carton where you see the *Lady Borden Ice Cream* sign.

For 100 years folks have been saying, "If it's Borden's, it's got to be good!"

*Available to Canadians in the provinces of Quebec and Ontario.
See Borden's TV shows, "The People's Choice" and "Fury" over NBC.*



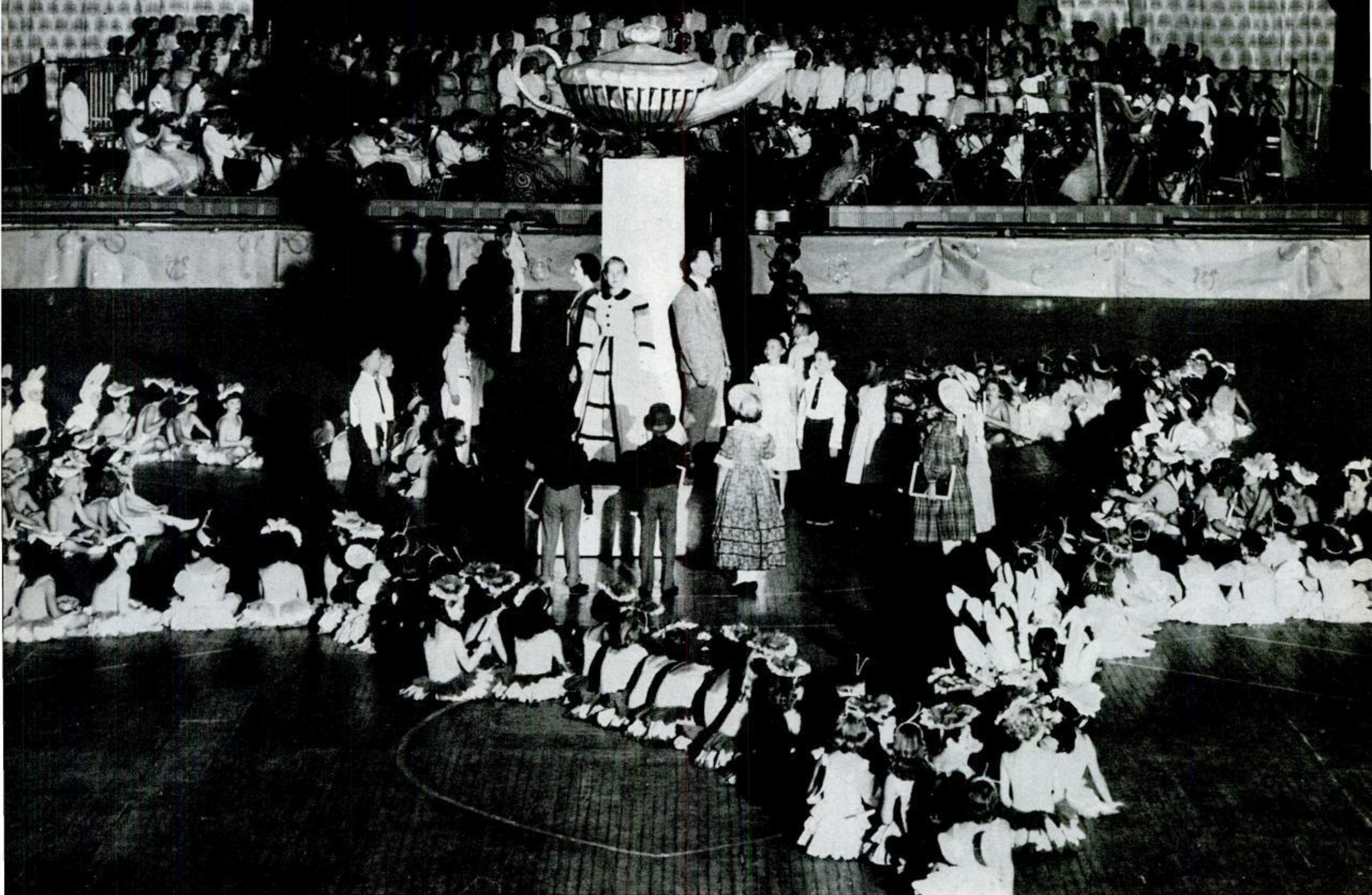
Borden's
Milk • Fine Cheeses
Ice Cream • Starlac



© 1957, The Borden Company

AN EDUCATED PEOPLE
MOVES FREEDOM FORWARD

MY TEACHER



FINALE OF N.E.A. CENTENNIAL PAGEANT IS SCHOOL CHILDREN'S TRIBUTE TO TEACHERS, WHO STAND IN PERIOD COSTUMES BENEATH LAMP OF LEARNING

PEDAGOGICAL WINGDING FOR A CENTENNIAL

With eye-catching spectacle and serious counsel N.E.A. marks its 100th birthday in Philadelphia

With fanfare which belied the usual modest sobriety of the teaching profession, 14,000 members of the National Education Association last week celebrated their organization's centennial in Philadelphia. In Convention Hall they watched 2,500 well-drilled school children put on a fast-paced floor show (above), heard words of praise from Vice President Nixon and were honored with a commemorative U.S. postage stamp.

Nobody paid much attention in 1857 when 43 schoolteachers organized to promote the welfare of teachers and the cause of education for all. But since then the N.E.A. has grown, paralleling the growth of U.S. education itself, to become the nation's biggest professional organization

and, in the words of one school superintendent, "a Gigantic Educational Ganglion—a sort of pedagogical, cerebro-spinal centre." Its 700,000 members, ranging from kindergarten teachers to college presidents, represent every shade of educational opinion, a fact which often forces the N.E.A. to sidestep controversial issues. Preferring to reflect rather than initiate changes, the N.E.A. has become a source of stability in U.S. education. In hammering out its program for next year, last week's convention urged cautiously that problems of integration be worked out at state and local levels with "fair play, good will, and respect for law" and called for renewed efforts to get federal aid for education in 1958.

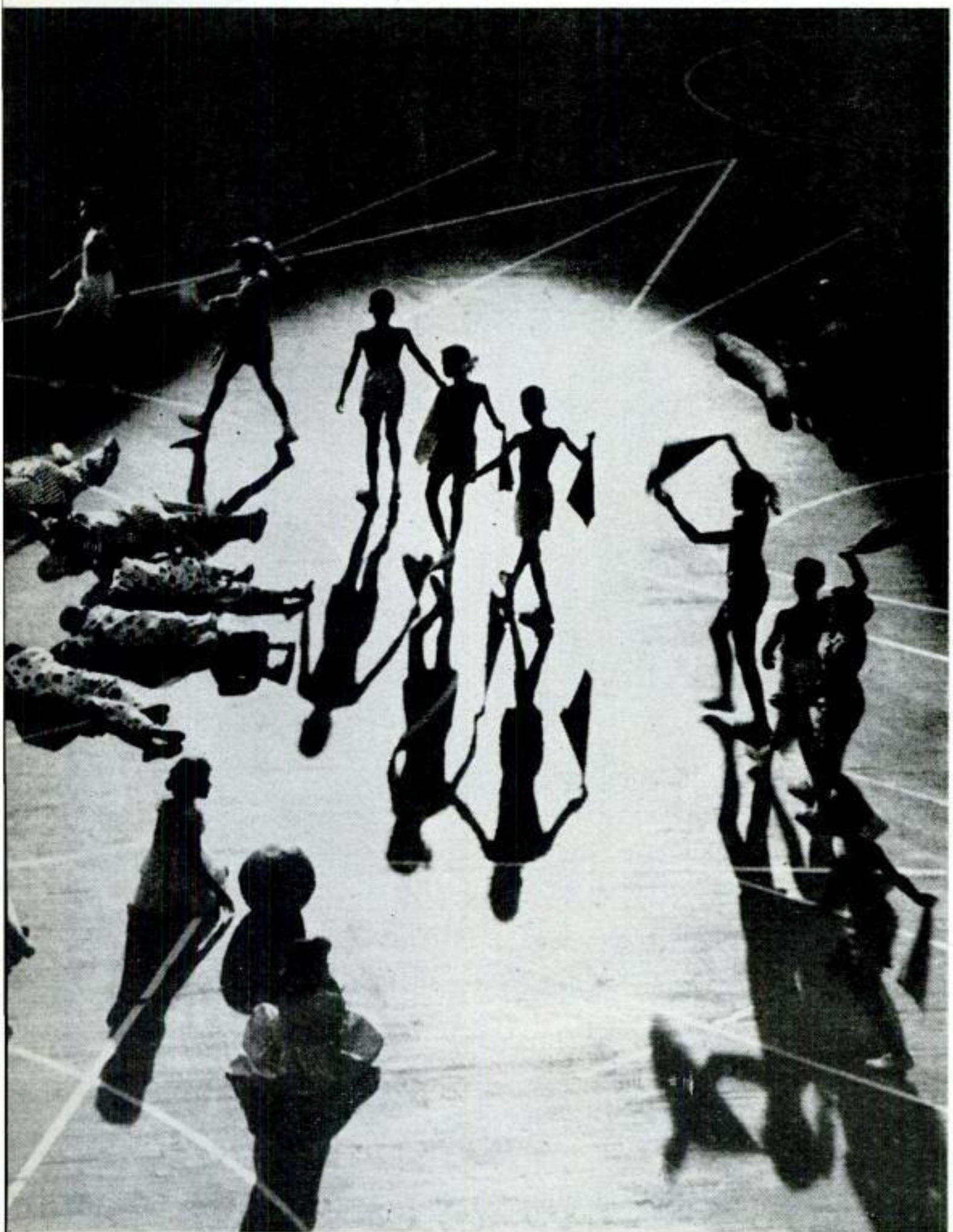


PRESIDENTS are High School Teacher Martha Shull of Portland, Ore., who served last year, and successor Lyman Ginger, a dean of University of Kentucky.

OFFICIAL GREETINGS were brought to convention by Vice President Nixon. → He also told delegates that the school aid bill would not pass Congress this year.



← **FIREWORKS DISPLAY** in honor of N.E.A. lights up Philadelphia's 221-year-old Independence Hall.



PANTOMIME OF HEALTH in convention hall pageant has some youngsters in pajamas on floor, symbolizing rest, others with towels, symbolizing cleanliness.

CONTINUED

New Improved HOLIDAY

America's
Finest
Pipe Mixture



CUSTOM BLENDED FOR MILDNESS

Here's real tobacco flavor . . . with a wonderful, special *aroma* that everybody loves! A puff will tell you why more and more men are changing to Holiday. A pipeful will convince you that *you* should change to Holiday, too.

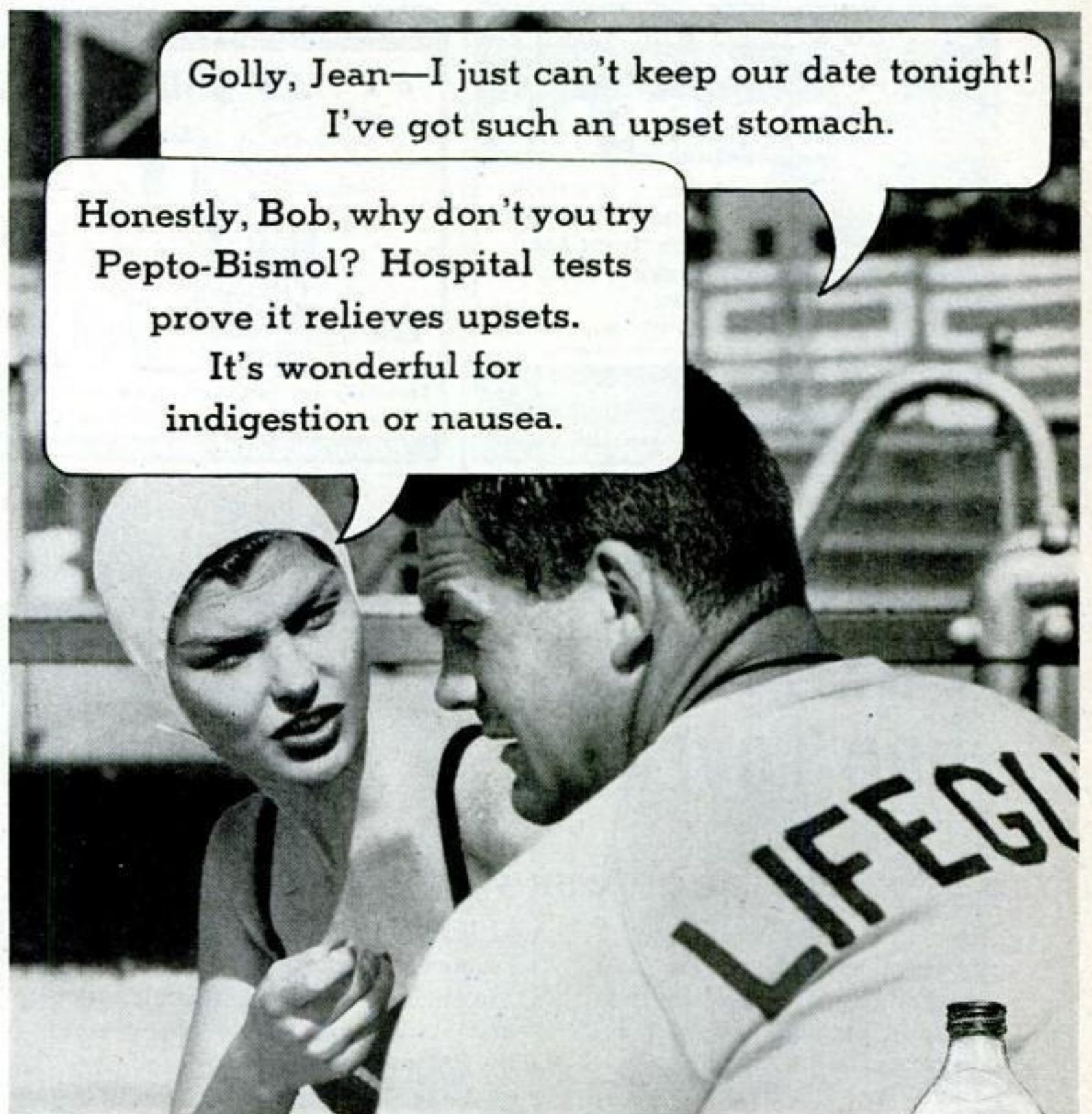
Made in Richmond, Virginia by

LARUS & BROTHER COMPANY, INC.

Fine Tobaccos Since 1877

Golly, Jean—I just can't keep our date tonight!
I've got such an upset stomach.

Honestly, Bob, why don't you try
Pepto-Bismol? Hospital tests
prove it relieves upsets.
It's wonderful for
indigestion or nausea.



Pepto-Bismol works where soda and alkalizers fail! For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach *and* the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful *pink* liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!



Right on the job...for work or play

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STEVEN'S TWIST TWILL KING OF TWILLS

LOOK FOR THIS SYMBOL

On tags of leading shirt and pants manufacturers. It is your guide to a fabric of outstanding quality!

Stevens Twist Twill is Delta Finished® for clearer colors and a smoother texture. It's Sanforized® and completely washable. Write us for stores nearest you featuring work and play clothes for men and boys—tailored of 100% cotton Twist Twill.

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DRAIN-AID

79¢

- Contains no lye or caustic
- Destroys waste material by Bacteria "Enzyme Action"
- Completely harmless to people, pets, pipes or porcelain.
- Also SEPTI-KLEEN for clogged septic tanks and cesspools.

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E-Z FLOW SQUEEZABLES

Guaranteed by Good Housekeeping

UNBREAKABLE

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SENSATIONAL NEWS FOR DOG LOVERS!



SEE FLEAS DROP OFF WITHIN MINUTES!

Now, at last—you can get a powder that *really stops* "hot weather" scratching, soothes painfully itching skin, and deodorizes—all in minutes. You actually *see* the fleas drop off.

Sergeant's (new formula) Scratch Powder gives quick relief to pets that often scratch themselves raw in hot, muggy weather. It quickly kills fleas

and lice, stops the fiery itching of summer eczema.

No other powder works as well—and yet, it costs *much less*—only 49¢ and 79¢.

Ask for Sergeant's by name at any drug or pet counter. Don't accept substitutes—there's only *one* Sergeant's. While there, get your *free* copy of Sergeant's Dog Book. Or write



Sergeant's Richmond 20, Virginia
the most esteemed name in pet care products

Got a cat? Use Sergeant's quick-acting Cat Flea Powder—only 49¢. Most Sergeant's products are available in Canada.



GUESTS FROM AFRICA are J.A.O. Odebiyi, Western Nigeria's education minister (right), and his white-robed secretary. Sixty foreigners attended.



COLD RELIEF from heat is enjoyed, after a shopping tour between sessions, by Schoolteachers Mary Arthur (left) and Elaine Rowand of New Jersey.



More men are drinking them than ever before! And now with handy frozen juice and light, dry Bacardi, you can make perfect Daiquiris at home every time with this easy recipe developed by Bacardi.

NOW ONE OF AMERICA'S 3 FAVORITE COCKTAILS

....and here's a new easy way to make Bacardi Daiquiris at home



Put 2 teaspoons of frozen limeade or lemonade concentrate in a shaker or pitcher with ice (the opened can will keep well in your refrigerator). Or, use the juice of $\frac{1}{2}$ fresh lime or lemon with $\frac{1}{2}$ teaspoon sugar.



Add jigger of Bacardi, shake or stir well (the secret of a great Daiquiri), and serve in a cocktail glass or "on the rocks." Remember, the original Daiquiri was made with Bacardi—the best still are. It's the cocktail that really tastes good!



TWO NEW RECIPE BOOKLETS give more than 50 recipes! Make Bacardi Cocktails... Daiquiris... Rum 'n Cola! Make Flaming Rum Sausages... Chicken Barbecue Sauce... Rum Pecan Pie! Send 10¢ today for both these useful, entertaining booklets!

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Marion Quinlan, A. I. D., Chicago, studied at the Parsons School in New York, Chicago Art Institute, and Beaux Arts School in Fontainebleau. She is famed for both residential and commercial decoration.

Marion Quinlan

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You can paint an attractive setting like this in your home in double-quick time with . . .

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EASY TO USE—WEARS WONDERFULLY

Even if it's your first try, you can paint a smart, modern background like this in your own bedroom, quickly and easily, with rubberized WALLHIDE.

● **This remarkable wall paint** glides on smoothly with brush or roller. Stop and start as you please. No laps, no brush marks will mar its velvety sheen. There's no unpleasant painty odor. Dries in less than half an hour.

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HAPPY LEW HOAD CLUTCHES HIS WIMBLEDON CUP AFTER DEFEATING FELLOW COUNTRYMAN ASHLEY COOPER IN STRAIGHT SETS TO EARN HIS \$25,000 PRO BONUS

The \$100,000 Tennis Problem

IT IS UP TO UNPREDICTABLE LEW HOAD TO JUSTIFY BIGGEST PRO DEAL

by MARSHALL SMITH

LEW HOAD, the 22-year-old Australian who has just won his second successive Wimbledon tournament, habitually plays tennis like a person who has nothing better to do at the moment. It is all the same to him whether he wins or loses. He blows important tournaments and unimportant ones with equal indifference. As one of his tennis-playing friends says, "He couldn't care less."

But at Wimbledon last week Hoad went through his semifinal match grumbling and growling at linesmen as though every point actually mattered. And in the finals he put on one of the most magnificent displays of tennis in Wimbledon history, crushing his opponent, Ashley Cooper, in just 55 minutes: 6-2, 6-1, 6-2. For one of the few times in his brilliant but unpredictable career, Lew Hoad acted as if he really cared.

In fact, he did. Amateurs are not supposed to play for money, but Hoad was playing for the biggest pot in amateur tennis history. Although he denied that he was about to

turn pro, he had already reached an informal agreement for \$100,000, effective right after the tournament. Furthermore, if he won he would get a \$25,000 bonus. Unless he has a last-minute change of mind, his first payday will come next week in a round-robin pro tournament at Forest Hills.

It would be enough to make any other tennis player, pro or amateur, do handsprings on Wimbledon's roof. But the impending shower of bills did not seem to concern Hoad until the tournament was well under way. He started out with characteristic nonchalance, apparently not caring at all.

But the man who was putting up all the money did care very much, even though he was on the other side of the ocean at the time. All amateur tennis stars who want to cash in on their talent eventually come to Promoter Jack Kramer, the global czar of professional tennis. Hoad, however, had not come to Kramer. Kramer had come to Hoad, and in doing so he was gambling \$100,000



NEW PARTNERS Hoad (left) and Kramer reached an informal agreement 10 weeks before Wimbledon.

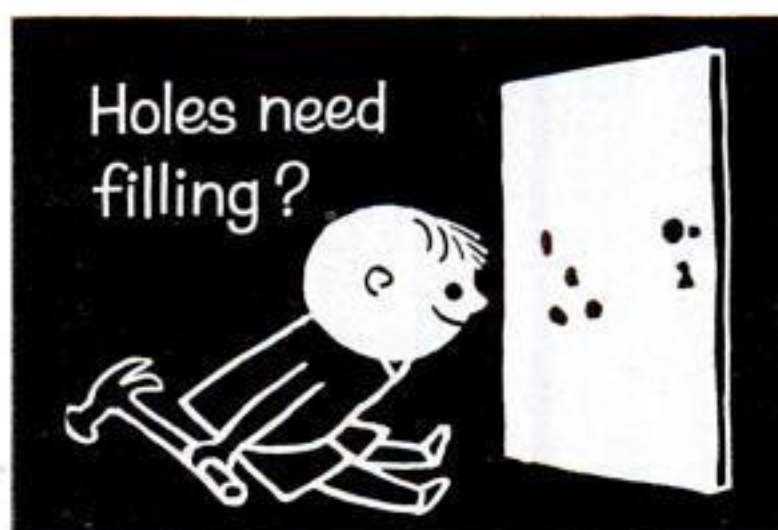
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FIX-IT TIPS with "Plastic Wood"



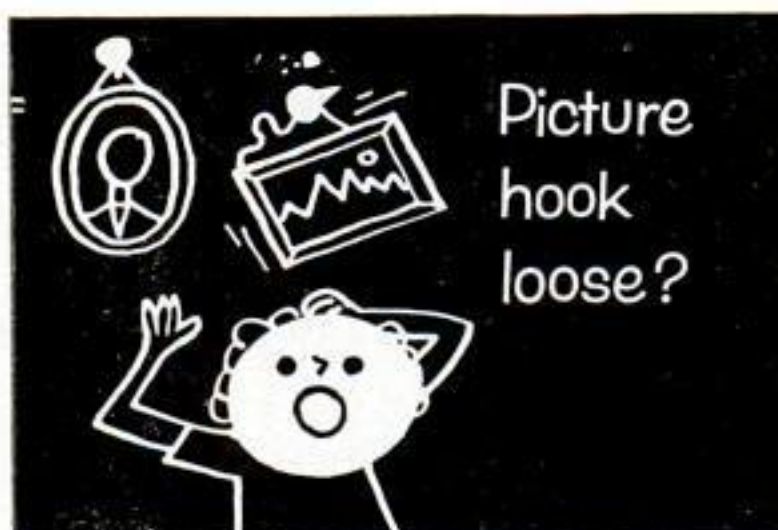
Screen
split?

It's easy to repair it with Plastic Wood. Just fill cracks and sand and paint to match surrounding surface.



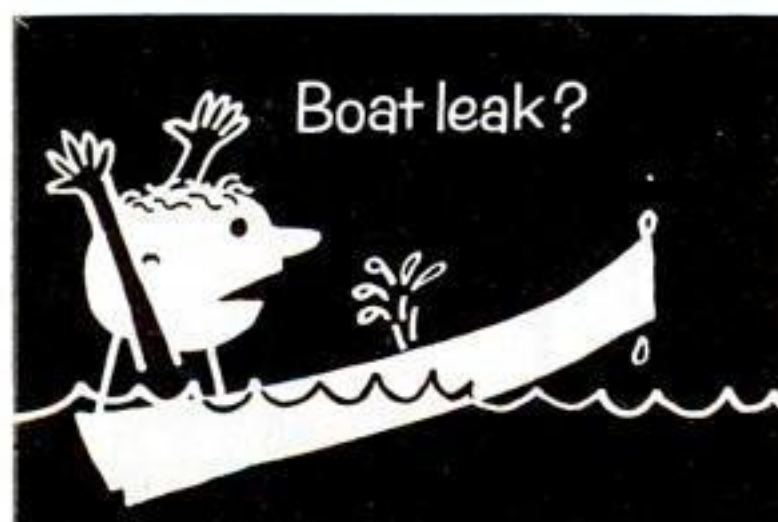
Holes need
filling?

Fill nail holes, nicks, cracks, gouges with Plastic Wood. Can be sanded, stained or painted like wood itself.



Picture
hook
loose?

Fill hole with Plastic Wood. Let it dry. Then hammer hook back in. Holds harder than plaster. Pictures really stay put.

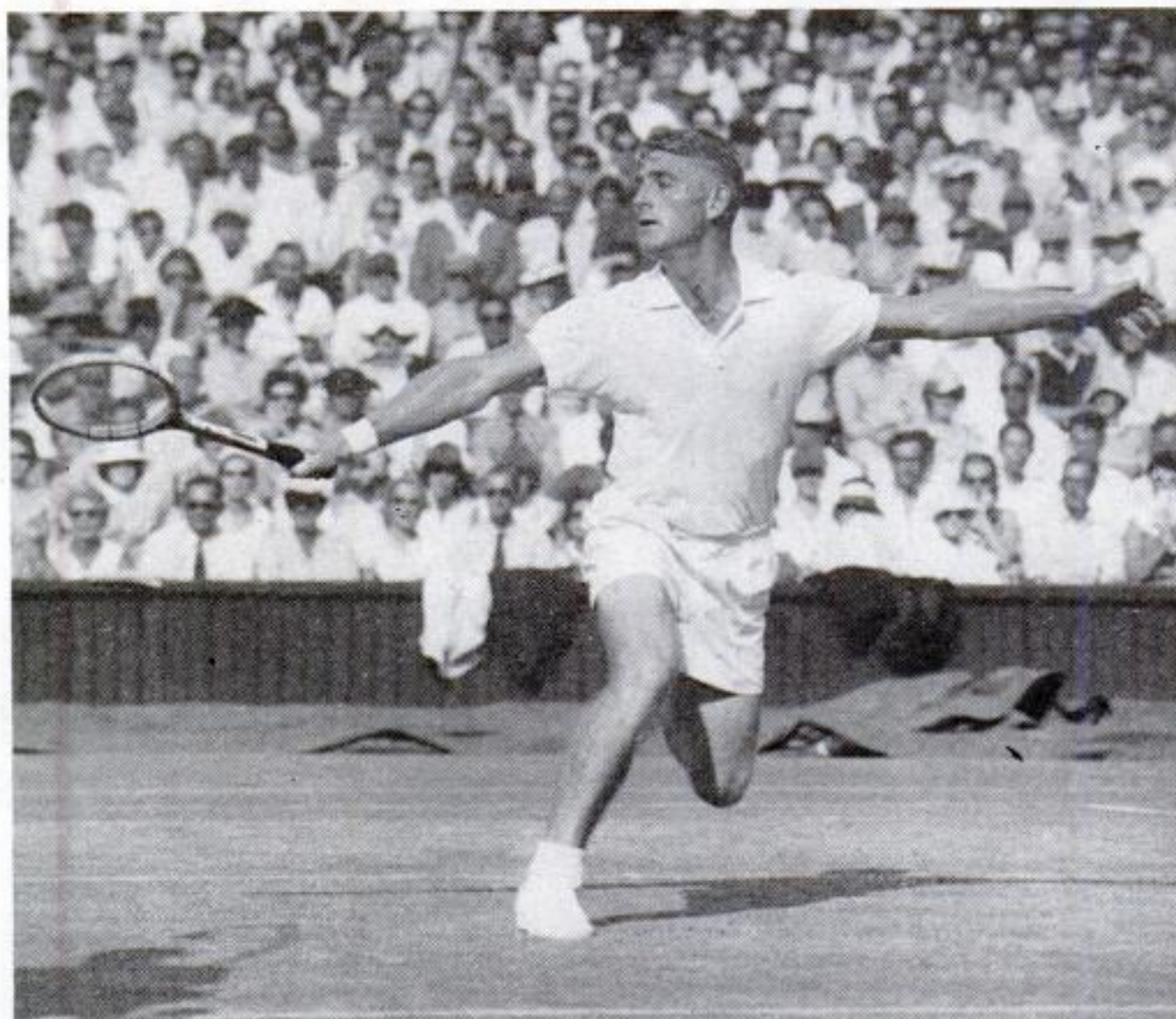


Boat leak?

Fill seams and holes with water-resistant Plastic Wood. Dries quickly—stays dry permanently. Takes paint perfectly.



Set things
right with NEW
"PLASTIC WOOD"



WINNING STYLE at Wimbledon is shown by Hoad as he fires backhand past Cooper. Hoad hit so hard that one shot tore the racket out of Cooper's hand.

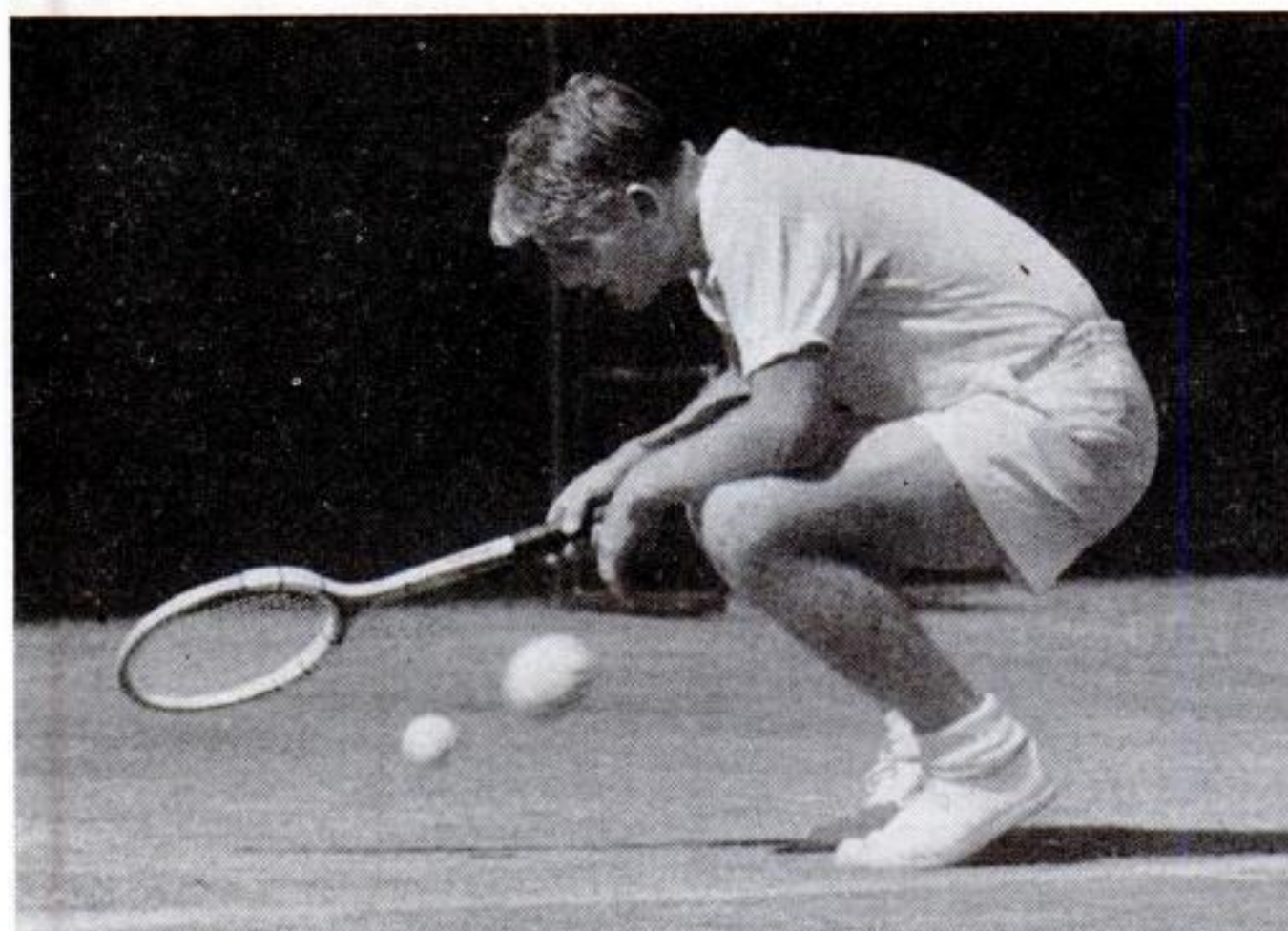
HOAD CONTINUED

on a property as undependable as the weather and as vagrant as a wandering minstrel. A Hoad fiasco in an early round at Wimbledon could have been calamitous, taking much of the gloss off the man Kramer hopes will be a major gate attraction as a pro.

The advance reports from Kramer's agents in London were not encouraging. Hoad was getting ready by drooping around his London flat, stirring himself only occasionally to put on another long-playing record. He had already been beaten earlier this year in Naples by Chile's Luis Ayala and flattened in Paris by his countryman Neil Gibson, neither of whom should have stood a chance against him. But it was all anybody could do to get Hoad out on the courts for practice. He refused to watch his diet. "I like bananas and ice cream for breakfast," he once explained, "so why shouldn't I have them?" As the tournament started, his principal concern was to find some honest-to-goodness Australian beer.

The knowledge that anything could happen once Hoad stepped on a court at Wimbledon made Kramer afraid to wake up each morning. Although Hoad plays brilliantly, his brilliance is a fickle thing dictated by mood. At any moment it may be sabotaged by a linesman's call or an opponent's subtle gamesmanship or even the fact that bananas and ice cream do not always sit well under an athlete's belt. In the third round, against an opponent rated No. 33 in the U.S., Hoad developed stomach cramps and threatened to fly apart. But having survived that, he settled down to the business of earning that \$25,000 bonus. When a string broke in his favorite racket just before the final match began, he grabbed another and had half completed his annihilation of Ashley Cooper by the time

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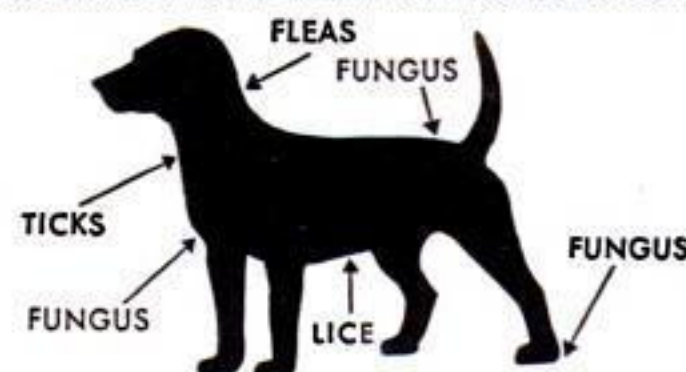


CARELESS MANNERS are displayed by Hoad at last week's Wimbledon tournament where he idly bounced balls on the court, a breach of tennis etiquette.

New Scientific Powder Really STOPS DOG ITCH

- Destroys Fleas, Lice, Ticks
- Stops Fungus Itch
- Kills Bacteria, Repels Odors

SCRATCHEX WORKS WHERE 'FLEA POWDERS' FAIL



1. Fleas, lice, ticks attack any part of dog. SCRATCHEX kills these insects.
2. Spores from weeds, grass cause fungus itch ('summer itch' or 'mange'). SCRATCHEX stops fungus itch.

Now, an astonishing new medicated powder, proved so effective it is guaranteed to stop your dog scratching in minutes. Even advanced, raw-skin cases of fungus infection are relieved quickly, amazingly by SCRATCHEX.

Exclusive Scratchex Formula was developed by Dr. A. C. Merrick, famous veterinary scientist, who discovered that in 7 out of 10 cases scratching is caused by a fungus infection, often invisible. Only SCRATCHEX combines: 1. Mercap to kill fungus spores, stop fungus itch; 2. Lindane to destroy fleas, lice, ticks on contact; 3. Hexachlorophene to kill bacteria, check odors.

Safe, soothing, SCRATCHEX brings almost instant relief. Long-lasting, helps prevent re-infection. Get SCRATCHEX today at all drug stores and leading pet shops. Season's supply only 98¢.

New! Special Formula SCRATCHEX for CATS

- Lanolinized to Beautify Fur
- Kills Fleas and Lice on Contact
- Checks Bacteria, Repels Odors



Guaranteed... safe, approved by CATS Magazine season's supply only 98¢

Dr. Merrick's SCRATCHEX

MEDICATED POWDERS FOR DOGS... FOR CATS



TUMS for ACID INDIGESTION- HEARTBURN

QUICK RELIEF 10¢ HANDY ROLL

Always carry Tums for top-speed relief of acid distress. No mixing, no waiting. Take Tums anywhere.



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now...not just pictures in 60 seconds but pictures so good you won't believe you took them!

Today, when you pull a picture out of the Polaroid Land Camera, you're going to wonder: did I really take this terrific shot?

Because with the new Polaroid Land Film, details come out unusually sharp and clear—even if half your subject is in brilliant sunlight and half in deep shadow. Skin tones are softer, more flattering. Lipstick never goes black—because this great new film is panchromatic.

Even casual snapshots are so sharp

and brilliant they have the touch of a professional studio. And you'll be able to enjoy these pictures for a lifetime: they'll last like any fine prints. (Extra copies and enlargements are better than ever, too.)

You'll take pictures you've never

even *thought* of trying. New Polaroid Land Film is so sensitive you can shoot excellent pictures even on gray, rainy days. And if you misjudge exposure, it's no problem. This new film has the range to compensate for it.

When you can get magnificent pic-

ture quality—and have the fun of seeing your pictures 60 seconds after you snap them—what's to stop *you* from buying a Polaroid Land Camera *now*? Any dealer will give you a demonstration. Take a couple of pictures yourself with the new film. (This camera's a cinch to use.)

When you pull that picture out 60 seconds later, you won't want to give the camera back. Well... *don't*. It can *make* your vacation. How much? \$72.75 or easy credit terms.

POLAROID® Land CAMERA
now with remarkable new film

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the one
CREME de MENTHE
that tastes
best of all!

Carefully produced
in the U.S.A. from its
original old-world
formula by "The most
celebrated name in
cordials since 1695"



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CHILD PRODIGY, Hoad began playing tennis at 8, entered first tournament at 10, won Australian junior championship at 16.

HOAD CONTINUED

his wife arrived breathlessly in a taxi with the old one restrung. When Hoad finally walked victorious off Wimbledon's center court, Promoter Kramer was happier than a man had any right to be with the prospect of giving up an extra \$25,000.

For the past five years Hoad has been the original Huck Finn of tennis, resolutely unmoved by success or failure. Since the day he came off the courts of Sydney to crash the bigtime, he has alternately lifted tennis-mad Australians to the heights and dropped them to the depths. He has shaken the staid sensibilities of Wimbledon and Forest Hills, and he has given a succession of tennis guardians mild cases of apoplexy.

"I never had what you could call formal instruction," he says. And he never had what could be called a winning attitude. A great tennis player should be furious when he is defeated in front of as many as two spectators, but this has not been Hoad's way. In the middle of a junior championship in Australia he was changing courts when a friend on the sidelines asked him the score. Looking up with the quizzical, wrinkle-browed expression that has become his trademark, Hoad said, "I really don't know." The day in 1953 that he became a national hero at 19 by saving the Davis Cup from the challenging Americans, he strolled out the back door

CONTINUED



WITH TASKMASTER Harry Hopman (right) Hoad had run-ins over discipline. Hopman's fines for misbehavior came out of Hoad's expense money.

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Get healing relief
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Medicated Powder!

Now, when heat rash drives you almost crazy, get this real *medicated* relief. Ammens cools, soothes heat rash and burning, irritated feet. And it fights bacterial growth which aggravates minor skin irritations.

Ammens contains a combination of 3 medicating ingredients found in no other leading powder. It heals diaper rash, clothes rub and other minor skin irritations better, faster than unmedicated powders.

Use Ammens daily for your hot-weather protection.

FREE TRIAL—29¢ size can. Write to: Bristol-Myers Company, P. O. Box 404, Elizabeth, N. J. (Offer limited to U.S.A.)

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A traveling salesman, McHale,
Mistakenly thrown into jail,
Wired home in a flash,
"Telegraph me some cash—
I'll sue, but first I need bail!"



Let Pan Am fly you into Europe's vacation picture—direct service to 25 picture-postcard cities in all.



NOW
is the time
to be there

OVERNIGHT
TO EUROPE

Is your passport in order? Then go! A late summer vacation in Europe is possible with virtually no advance planning at all!

And it's a pity that more people don't know it, for this is the time when the Continent is too good to miss! During midsummer's peak transatlantic travel months, vacationing Europeans as well as Americans keep the Continent in a whirl. But by August, Europe is getting back to normal.

This is when Europe is at her charming, most

comfortable best. Unspoiled and uncrowded, she shows the world who's the greatest hostess of all.

Reservations? Nothing to it. Pan Am keeps peak-season schedules until early October—choose from an average of 11 Clipper* flights *every day*. Money? No problem. With Pan Am's World-Wide Plan, Go Now—Pay Later, your 10% down payment is only \$47 for the 2-week round-trip tourist excursion fare from New York to Paris.

Live it up! Call your Travel Agent or Pan Am.

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AIRLINE

**PAN
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Look what the Tappan* built-in **GAS** range offers you today-

*Cooks whole meals automatically...
does it faster and cleaner, too!*

Faster! Everyone who cooks with dependable Gas knows what a wonderful fuel it is. Top burners give high heat in an instant . . . turn down low at the twist of a dial. No warm-up wait; no hangover heat! Ovens heat up in a jiffy. Quick, lively flame in the smokeless broiler gives food that good outdoor flavor. Only Gas gives you perfect control of cooking temperature on top of the range, in the oven, in the broiler.

Cleaner! No smoke-stained walls when you cook with Gas! The blue flame eats up smoke and odor, guarantees smokeless broiling . . . with the door closed. Pots and pans stay sparkling bright on new Gas burners. And today's Gas ranges are easy to clean. Light-weight burners lift out for easy sudsing in the dishpan. Porcelain enamel finish and chrome trim wipe clean with a damp cloth.

AMERICAN GAS ASSOCIATION



COMPLETELY AUTOMATIC! Today's new Gas ranges are not only faster and cleaner . . . they have automatic controls galore to make difficult recipes easy as boiling water. Take a look at the new Tappan Gas built-ins now. You'll be absolutely amazed at what they can do!



BURNER WITH A BRAIN makes any pan completely automatic. This new automatic top burner heat control has a sensing element that "feels" the heat of the pan . . . then it raises or lowers the flame to maintain the right temperature. Food can't scorch or burn on Tappan's "Set-n-forget" top burner.



WALL OVEN COOKS DINNER AUTOMATICALLY. Just set the handy clock control! This oven turns itself on . . . cooks dinner while you're away . . . turns itself off whenever you want. Convenient waist-level height, easy to clean. And the Tappan wall oven is really planned for big family dinners.



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See this new built-in range at your Gas utility company or Gas appliance dealer's.

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RELAXING AT WIMBLEDON, Hoad consumes his favorite drink with other players. No matter how important a tournament is, he seldom trains seriously.

HOAD CONTINUED

of buzzing Kooyong Stadium in Melbourne and left alone on a tram. When his mother asked him how he had done, he answered, "I won," and immediately dropped the subject.

As a member of Australia's globe-trotting tennis squad, Hoad chafed under the iron discipline imposed by Harry Hopman, its taskmaster. He resented having to get up early and do roadwork. He resented fines of from two to four shillings imposed on him and his teammates for swearing or using the wrong fork at the dinner table. Being an easygoing, disheveled character who objected to getting his hair cut and even to combing it himself, Hoad was perfectly content to meander through tournaments, bouncing balls and twirling his racket on the court—both of which activities are considered very bad form in the best tennis society. When the constrictions of modern tennis society became too much for him, he rebelled right in the middle of the Victorian tournament three years ago and announced, "I didn't care whether I won or lost. I'm just fed up."

It took some talking to keep him from forsaking tennis altogether then and there, but no one could talk him out of being casual. One day his casualness caused a minor panic. One of his teammates explains, "The duke and the queen were there and we were all a bit jumpy, you know. When it was time for the match we suddenly couldn't find Lew. We looked all over the place and finally there he was, fast asleep on the massage table."

An official of the Australian tennis group who has served as Hoad's special guardian and keeper readily admits his charge's faults. "He has occasional lapses," he says with great understatement. "He often lacks concentration, but his appearance has improved a lot. He combs his hair now."

One of Hoad's most costly lapses came last year when he was on the verge of doing what only one other player in history (Don Budge) had ever done: win all the "big four" tournaments of amateur tennis in a single year. After winning the Australian, French and Wimbledon championships, he was ahead in the finals of the U.S. championship at Forest Hills when suddenly he wilted like a sunstruck violet. His countryman, Ken Rosewall, finally beat him in four sets. Later, when a friend tried to commiserate with him, Hoad said cheerily, "Aw, the kid passed me better than usual today. To hell with it, let's have a beer."

A man of little strategy

AS if Hoad's attitude were not detriment enough, he plays like a man who has checked his wits in the locker room along with his watch. He uses little strategy and apparently has small knowledge of the finer points of the game. His tactics are atrocious. He has no conception of when to ease up and when to bear down. He plays all shots alike without pausing to think of the stage of the game. He has survived solely on brilliant shot-making stemming from sheer natural ability.

He has a wrist the size of a young tree trunk which enables him to flick a racket like a fly swatter, getting tremendous spin and pace on the ball. His high backhand volley, a defensive shot for everybody else, is actually an attacking weapon for Hoad. He has an overpowering service, even though he does not know how

CONTINUED



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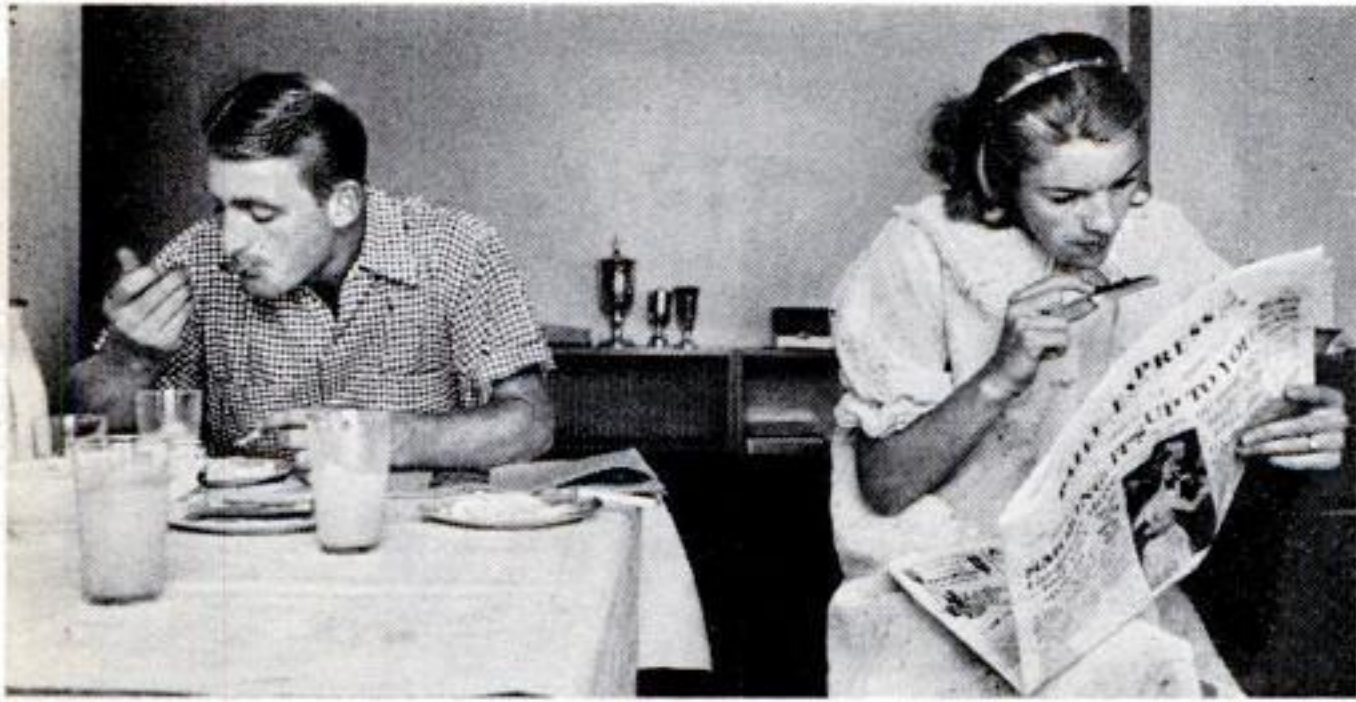


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WITH HIS WIFE Jennifer, who takes tennis as lightly as her husband does, Hoad eats a casual breakfast on an off day during the Wimbledon tournament.

HOAD CONTINUED

to use it to the best possible advantage. With all this natural equipment Lew Hoad could be a tremendous player if a smart teacher could get through to him.

Promoter Kramer, a good businessman and one of the game's shrewdest tacticians as a player, weighed all these factors before committing himself. "I'm gambling on Hoad," he admits, but actually he has no other choice. With pro tennis on the verge of becoming a major sport, mainly through his efforts, Kramer has to offer the public fresh talent all the time. Now he not only needs a new opponent for Pancho Gonzales, his surly gladiator of world tours, but he desperately needs Lew Hoad for his unique \$10,000 round robin tournaments featuring "The Six Best Players in the World." Kramer already has five of them: Gonzales, Frank Sedgman, Tony Trabert, Pancho Segura and Ken Rosewall. He also has a plan for protecting his expensive investment in the sixth.

Kramer intends to become Hoad's nurse and keeper, his valet and psychological adviser. For the time being he will not try to match Hoad regularly against Gonzales, his No. 1 boy who has slaughtered Trabert and Rosewall on successive tours. Kramer wants six months to work on Hoad's attitude and tactical shortcomings before exposing him on a tour to Pancho's blasts. Meanwhile he will take Hoad around Europe and South Africa so that he can learn while playing against Segura, Rosewall and Kramer himself. "It's an educational problem," Kramer explains.

Hoad's lackadaisical attitude toward the game is the first problem and Kramer plans to use money as his principal weapon. He has purposely salted Hoad's contract with incentive clauses, giving him a special bonus every time he wins against any one of the top five. But first Kramer has to stimulate in Hoad a desire for money, trying to replace a beer thirst with a champagne taste. Knowing how jealous the Australians are of each other, Kramer has Machiavellian plans for playing one off against the other.

Putting a wife to work

KRAMER also intends to make good use of Hoad's wife, the former Jennifer Staley. Jennifer is the perfect freewheeling mate for Hoad, a comrade in casualness. A member of the Australian women's team, she once summed up her game in a sentence: "I just hit the ball and giggle." She once eliminated herself from a tournament by forgetting that she was supposed to play in the morning and not showing up until afternoon. Kramer plans to point out to Jennifer Hoad how pretty Jean Sedgman's clothes look and let nature take its course. If he can get Jennifer interested in the good things that money can buy, he will have a powerful ally in his campaign to redesign Hoad's outlook.

Hoad, Kramer feels, has a persecution complex from too much regimentation. He has been forced to play in too many exhibition matches and minor tournaments where it is almost impossible to feel that winning is important. Hoad has complained frequently that everybody is "on his back," and Kramer has to be careful not to add himself to the load. "Hoad looks for excuses to quit in small tournaments, he dogs it," Kramer explains. But other fine players, including Gonzales himself, did the same thing as amateurs before they got paid well for winning. "Pro tennis straightens them all out," says Kramer confidently.

What Kramer cannot understand is why nobody has ever explained tennis strategy to Hoad. "He's not a thinker on the court at all," says Kramer. "He doesn't understand pacing himself because he's as strong as an ox—but Gonzales is just as strong."

CONTINUED

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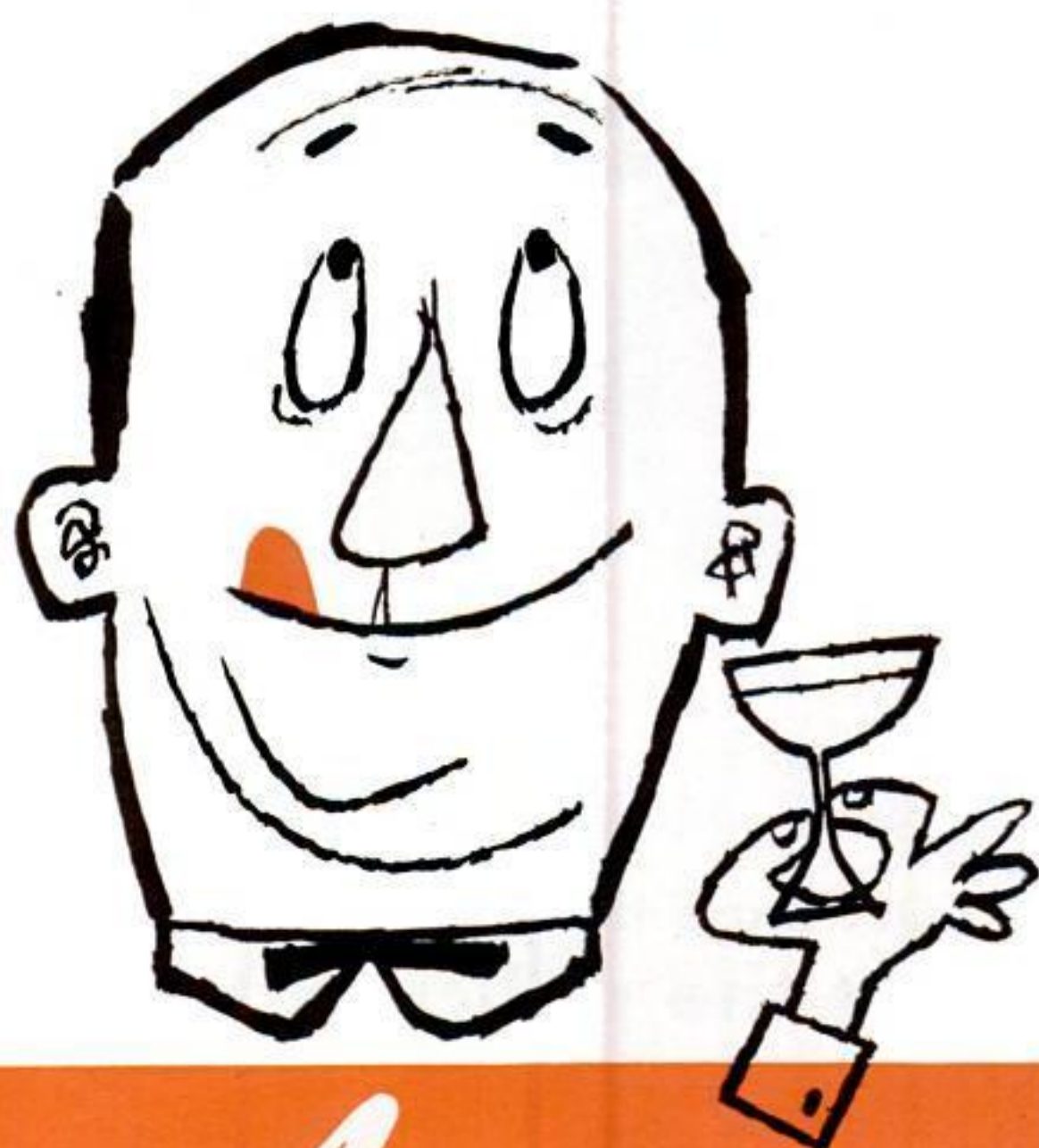


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FUTURE OPPONENTS of Hoad's in pro tournaments are Rosewall (left) and Trabert, shown after Trabert had beaten Rosewall at Forest Hills in 1955.

HOAD CONTINUED

This is to be Hoad's first lesson in Kramer's tactical college of advanced tennis. He has to learn to start a set leisurely, being careful only to hold his own service. When the score in games gets to 4-all, the tempo should be stepped up and more pressure exerted. The steady mounting of pressure has a psychological value and the relaxed pace early in the set conserves energy.

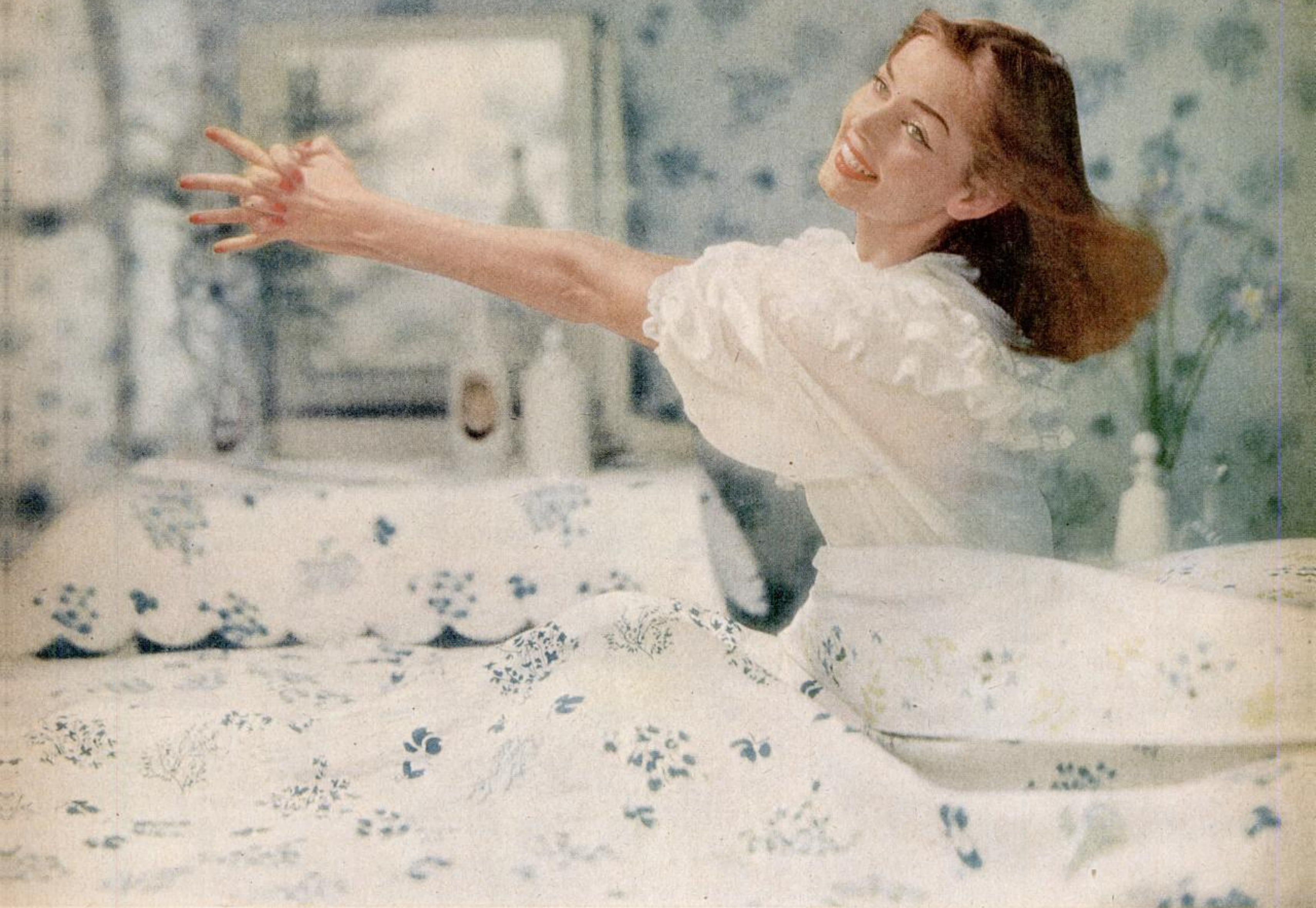
Hoad will have to learn never to go all out against an opponent's service except when the score is love-30 or game-point—but then he must play as if his life depended on it. This is smart percentage tennis, Kramer style. "You only take chances when they warrant it," says Kramer, and this dictum, if followed, would cause a sharp revision in Hoad's loose but spectacular style of play. In particular it would outlaw the put-away shot that Hoad finds irresistible: running in for a forecourt ball, he tries a forehand cross-court stroke. When he hits it soft his opponent can handle it easily, and when he tries to put it away by hitting it hard it usually goes out. He will now be taught to take such chances only at rare moments. In six months, according to Kramer's timetable, the "new boy" will be ready to stand up to Pancho Gonzales.

Provided, that is, that Hoad responds properly to Kramer's ingenious cram course. If he does not respond, if he does not live up to his potential, it will not be because of any lack of effort on Kramer's part. "I am going to bop him over the head with a pumpkin every hour on the hour for the next six months," Kramer swears. "And it's going to turn him into a champion. If money doesn't cure Lew Hoad, nothing will."



ULTIMATE TEST of Kramer's rehabilitation program will come when Hoad goes on tour against Pancho Gonzales (above), the world's best tennis player.

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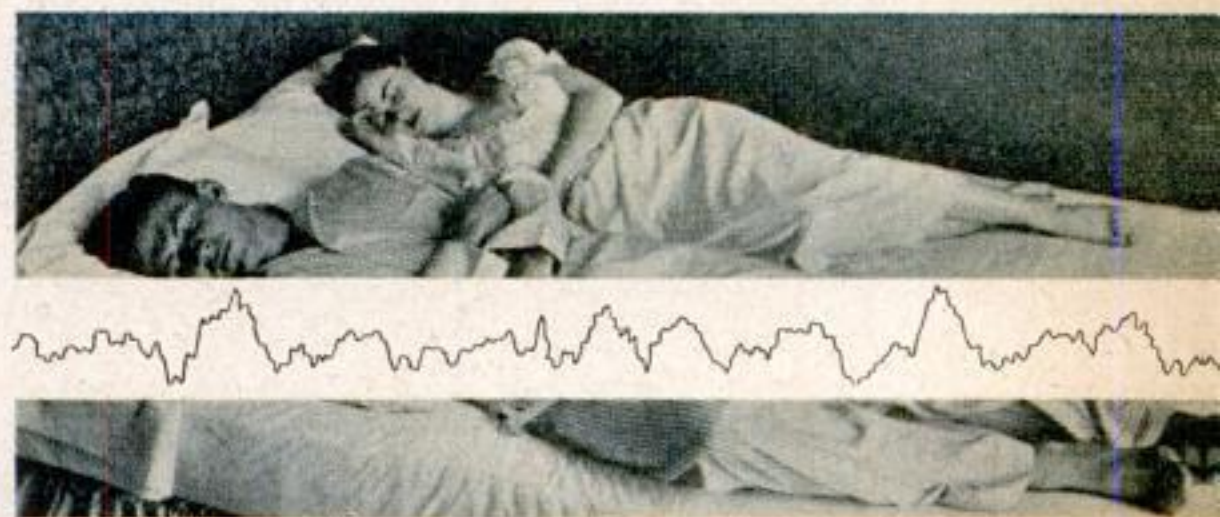
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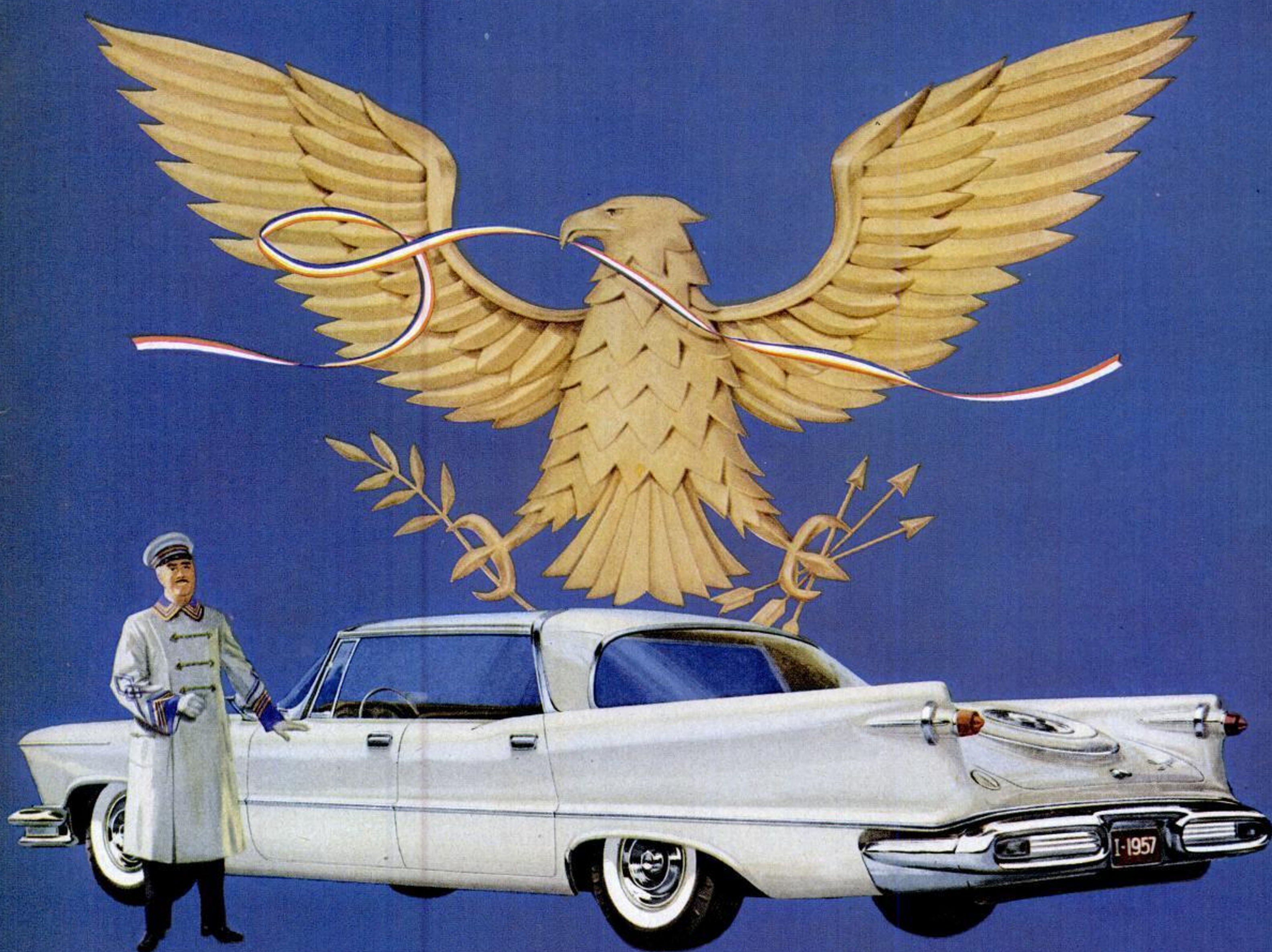


Picture of sound*sleep. Recorded brain waves as well as heart beats showed sounder sleep on Beautyrest. This research conducted at United States Testing Co., using methods developed by the Sleep Research Foundation.

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Small Party for 2,500

A MIKE TODD PRODUCTION DAZZLES LONDON

Mike Todd, a movie producer notoriously incapable of thinking small, last week shook London with what he described as a "small party for a few friends." To make sure that people remembered the British premiere of his movie *Around the World in 80 Days*, Todd took over London's Coney Island, the Battersea Festival Gardens, chartered five river steamers, hired 16 bands and laid in 175 Methuselahs (about 1½ gallons each) of champagne and 1,000 bottles of liquor and beer. The guest list of 2,500, so exclusive that it embraced mostly lords, landed gentry and celebrities, was however democratic enough to include Michael Wilding, the recent ex-husband of Todd's wife, Elizabeth Taylor.

The party lasted all night, not noticeably dampened by the recent well-publicized family quarrels between the Todds and scarcely diminished by a soaking downpour. Todd had forthoughtedly arranged for 2,000 raincoats to be paid for only if it rained—an additional cost of \$2,800. Amid gaiety, dancing, drinking, fish and chips and amusement park fun, the only untoward incident came when an overloaded guest accidentally bumped into Miss Taylor. This caused Todd to roar, "Be a gentleman! My wife's pregnant!" Mrs. Todd, who proved to be uninjured, commented, "I feel as though the baby might be born tonight. But I'm not sure the world is ready for another Mike Todd."



HARRIED HOST TODD PASSES OUT RAINCOATS AS SHOWER SOPS THE GUESTS



FAMOUS COUPLE, Vivien Leigh (*above*) and Sir Laurence Olivier (*below*) ride on merry-go-round.



EXPECTANT HOSTESS, in Dior gown and diamonds, keeps poise despite spat with Todd, presence of ex-husband Wilding (*standing behind her*). At right is Sir Hartley Shawcross, once attorney general.



ACTOR Douglas Fairbanks Jr., good American friend of British royal family, skips a "dodgem" boat with his wife as the crew.



PRINCE Aly Khan, with newspaper wrapping fish and chips, rides carousel.





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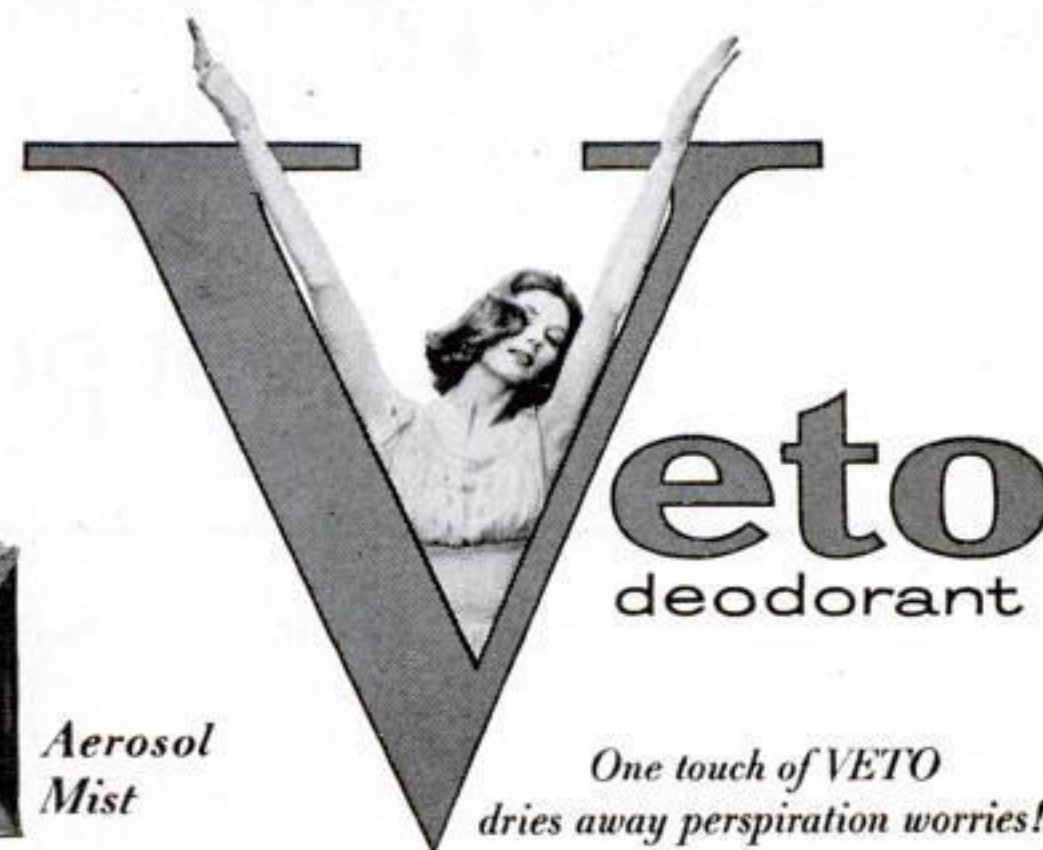
Spray



Stick



Aerosol Mist



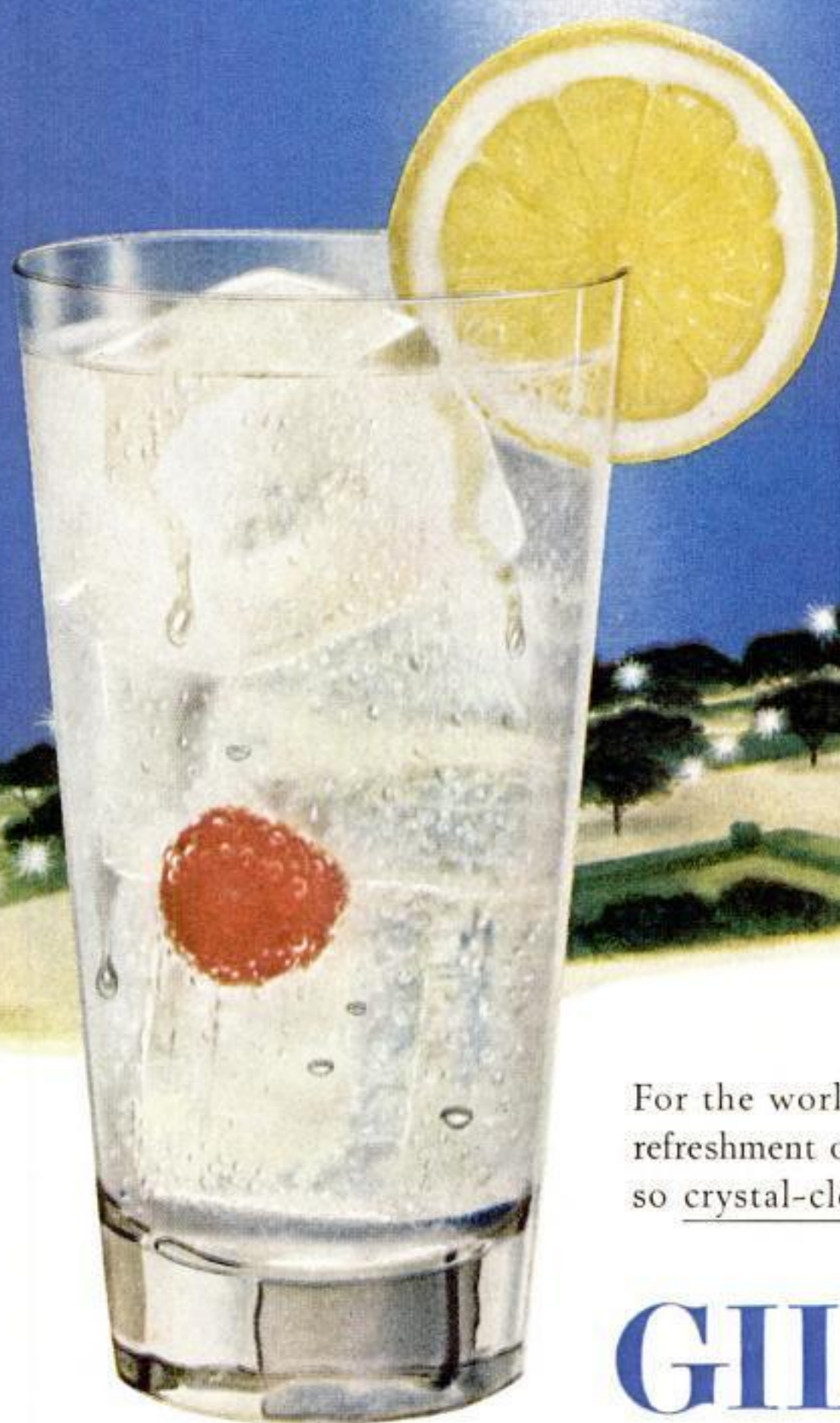


LEAPFROGGING FROG

When Roger Goldbeck found him last spring, "Croaky" was just a big noise in a little swamp. Today he is the most celebrated jumping frog in Connecticut. Roger, who is 8, caught the bullfrog for the animal collection he keeps at home in Simsbury. But when he saw Croaky leap he entered him in the annual jumping frog contest in Hartford. Unlike Mark

Twain's celebrated but sabotaged jumping frog of Calaveras County, Croaky did himself proud. In three successive jumps he covered 110 inches, beating a field of 40 frogs and setting a record for the three-year-old meet. That done, Croaky went home and, for Photographer Arman Hatsian of the *Hartford Courant*, played a private game of leapfrog with Roger.

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